

Syllabus for Entrepreneurship and Innovation management (EIM)

《创业与创新管理》课程大纲

Tutor : Prof. Xinqing Luo

授课教师：骆欣庆 教授

Course title:	Entrepreneurship and Innovation management (EIM)	Pre-requisites:	Management,
Students:		Nature:	Compulsory
Credit hours:	32hrs	Credit points:	2
Instructor name:	Xinqing Luo 骆欣庆	Class time:	.
Instructor title:	Professor	Class/ Room	
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I. Course Description

在今天环境复杂多变的外部条件下，组织与个体一定要树立全新的思维框架与认知模型，用创新思维驱动企业创业。本课程主要帮助企业管理者和决策人员建立全新的创新性思维，提升员工的认知水平，掌握思维的底层规律，树立正确的企业家精神。课程主要以案例的方式进行授课，中间与学员有大量的互动。学习完本课程，学员能够从问题入手，利用所学思维方法，解决创业过程中的具体问题。

Mapping of the course content against the AMBA Criteria

Tic	AMBA Criteria
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√	(i) the concepts, processes and institutions in the production and marketing of goods and/or services and the financing of business enterprise or other forms of organization;
√	(ii) the concepts and applications of accounting, of quantitative methods, and management information systems including IT applications;
√	(iii) organization theory, behavior, HRM issues and interpersonal communications;
√	(iv) the processes and problems of general management at the operational and strategic level;
√	(v) Macro and micro economics
√	(vi) business research methods and consultancy skills;

√	(vii) the impact of environmental forces on organizations, including: legal systems; demographics; ethical, social, and technological change issues;
√	(viii) explicit coverage of the ability to respond to and manage change;
√	(ix) business policy and strategy;
√	(x) leadership and entrepreneurship;
√	(xi) an understanding of the impact of sustainability, ethics and risk management on business decisions and performance;
√	(xii) further contemporary and pervasive issues, such as creativity, enterprise, innovation, e-commerce, knowledge management, and globalization;
√	(xiii) the international dimension to the above, including political risk and contemporary processes of regionalization, emerging markets, global governance and globalization.

II. Course Learning Outcomes

On completion of this course, students should be able to:

- 1 创新理念提升
- 2 创新格局提升
- 3 创新规律掌握
- 4 创新方法学习
- 5 创新组织打造
- 6 创业核心逻辑

Alignments of Program and Course Learning Outcomes (CLO):

Program Learning Outcomes	Course learning outcomes (CLO) #
1 创新理念提升	最新科技进展 了解认知局限 提升认知水平
2 创新格局提升	什么是格局 伟人的格局 大视野下的格局提升
3 创新规律掌握	传统创新的方法 单要素矛盾冲突解决 双要素矛盾冲突解决 创新演化路径
4 创新方法学习	TRIZ 理论 第二曲线理论
5 创新组织打造	什么是创新文化 创新文化经典案例

	创新的硬环境 颠覆性创新组织打造 未来的组织模式
6 创业核心逻辑	创新的内容很多都是反常识的

III. Teaching Syllabus

General description of the teaching arrangement

Tentative Teaching Schedule

Session	Date	Topic	Cases/ Exercises	Group based Assignment
1	4.10	世界发生了那些变化 前沿科技技术纵览	埃隆马斯克 IBM 人工智能 达芬奇机器人 Beyondmeat 案例	
2	4.10	如何提升创新认知水平 不断提升个人格局高度	美团案例 路径依赖案例 海盗分金	
3	4.11	创新的底层逻辑 创新规律与创新工具	TRIZ 理论 创新演化规律 集装箱案例 Netflix 案例 华为案例	
4	4.11	创新活动实践案例	沙盘活动：尽 你们的所能去 赢	
5	5.16	创新中的反常识现象	客户是正确的 么 利润最重要么 充分竞争更好 么	
6	5.16	世界咖啡创业创新活动	世界咖啡活动	
7	5.17	创新组织打造与创新案例 分享	海底捞 苏宁电器 00 后的管理	
8	5.17	创业案例讨论	互动讨论	
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IV. Reference Materials

Textbook:老师的课件.

Reading Books and Materials

- 《穷查理宝典》（查理芒格）
- 《只有偏执狂才能生存》（格鲁夫）
- 《原则》（达里奥）
- 《思考快与慢》（卡尼曼）
- 《科学管理原理》（泰勒）
- 《从0到1》（彼得蒂尔）
- 《禅与摩托车维修艺术》（波西格）
- 《创新者的窘境》（克里斯坦森）

Websites resources:

Other web resources:

V. Teaching and Learning Methods, and Learning Outcome Assessment

Learning Outcomes	Teaching & Learning Methods	Assessment
创新理念	案例分析	
认知提升	课堂游戏	
个人格局	案例分析与讨论	
创新规律	TRIZ 理论 创新演化工具	
创新组织	案例讨论	
创业计划书	小组展示	

VI. Assignments and Requirements

1. written report (创业 BP)。 (小组作业完成，最终成绩以此为主。)
2. Case Analysis (案例分析): (30%) (案例分析需在课堂分享后才有得分，每次上课最多不超过两个团队，每个团队分享时间 15-20 分钟)

VII. Assessment

Items	% of grade	Assessors
Attendance and class activities	10	By TA and Tutor
Written report (Self contribution)	60	By tutor
Case Analysis	30	By other teams

VIII. Special requirements

- 1) Students are required to participate lectures on time. Absence from lectures should be approved by the lecturer with written notices otherwise the Attendance Score of 10 % shall be deducted from your final assessment.
- 2) Mobile phone should be switched off or adjusted to vibration functions during lecture hours. No mobile phone is used during lecture hours for calling, message sending, surfing or wechattig.
- 3) Attendance assignment for others shall be strictly prohibited. Behaviors of such shall be treated with -10% for both.

IX. Academic Misconduct

The University takes any form of academic misconduct seriously. Academic misconduct on the part of a student, which involves amongst other forms of misconduct: Cheating, Plagiarism and Collusion.

Plagiarism is the use of another scholar's work as your own. It includes not only the re-presentation of an entire article or section in a paper, but also (most commonly) the paraphrasing or rearrangement of another's material without proper attribution. Summarizing someone else's ideas and putting them in your own words does **not** free you from the obligation of acknowledging their work by way of appropriate citation and referencing. Failure to acknowledge material correctly is an offence against professional standards.

Most commonly, plagiarism exists when: the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for the student's own in an examination or test); parts of the work are taken from another source without reference to the original author; or the whole work, such as an essay, is copied from another source. Collusion includes inciting, assisting, facilitating, concealing or being involved in plagiarism, cheating or other academic misconduct by others.