

Syllabus CDHK					
Faculty	Sino-German School for Postgraduate Studies (CDHK) Chinesisch-Deutsche Akademie für Wirtschaft und Management (CDAWM)				
Title	Strategy and Entrepreneurship (English)				
Course Form	Lecture <input checked="" type="checkbox"/>	Exercise <input checked="" type="checkbox"/>	seminar <input type="checkbox"/>	Workshop <input type="checkbox"/>	Others <input type="checkbox"/>
Semester	Year 2023/24	SS <input type="checkbox"/>	WS <input checked="" type="checkbox"/>	Course Code	
Responsible	Chair Prof. Dr. HAN Zheng		Lecturer Prof. Dr. HAN Zheng		
Contact data	Email zheng.han@tongji.edu.cn		Tel./Fax.+86 21 6598 3443		
Consulting Hour	by arrangement				

1. Date/Time/Room

Sa So 8:50-11:35, 13:30-17:05
Nov. 04./05./11./12./25./26.
Dec. 02./03.
Raum 402 im Zonghe-Gebäude, Siping Campus

2. Learning Target

- Develop strategic and entrepreneurial thinking
- Understand fundamental aspects and challenges of strategic management and entrepreneurship
- Develop insights into corporate strategy and entrepreneurship within the unique Chinese context, i.e. its institutional and cultural environment
- Improve strategic thinking and cross-cultural soft skills

The course covers...(in%-Sum=100)

<i>Prof. competence</i>	30	<i>Method. competence</i>	20	<i>System competence</i>	20	<i>Social competence</i>	30
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3. Course Content Description

The course deals with a range of topics, which are relevant for strategist or entrepreneur. One goal of the course is to elaborate unique challenges and opportunities an international company will face in the course of achieving its long-term and sustainable strategic objectives in today's business environment. From an international perspective, the course introduces key theories, research findings and practical tools for strategic management. The Chinese context will be used as an example to help participants to understand how and to what extent particularities of a business environment can affect business strategy. Focal areas include industry analysis, strategic positioning, sustainable expansion strategies etc.

The following topics will be covered during class:

- Concept of Strategy
- Tools of Strategy Analysis
- Analysis of Competitive Advantage
- Business Model as Strategic Initiative
- Business plan and entrepreneurial strategies

<ul style="list-style-type: none"> • The practice of entrepreneurship and the Chinese business environment • Leading and managing your team • Marketing for start-up business • Finance for start-up business • Creativity and soft skills • Change management and risk management • ... <p><u>Instructional Methodology:</u></p> <ul style="list-style-type: none"> • Online simulation and case studies • Team work and self-study • Course readings • Creativity methods
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4. Language
English

5. Workload
Lecture: 24h Team work: 48h Course preparation and pre-reading: 32h Final individual assignment: 48h Total: 152h
<i>ECTS Credit Points</i> 5 ECTS
Note: The European Credit Transfer and Accumulation System (ECTS) is a student-centred system based on the student workload required to achieve the objectives of a programme of study. One ECTS stands for around 30 working hours. Student workload in ECTS consists of the time required to complete all planned learning activities such as: attending lectures, seminars, laboratory classes; independent study; preparation of projects, dissertations, examinations and so forth.

6. Exam Form
<ul style="list-style-type: none"> • In class participation: 10% of grade • Team results of team work and online simulation: 40% of grade • Team final presentation: 50% of grade

7. Literature, Scripts	
Print-material available? <input type="checkbox"/> at:	
Digitale material available? <input checked="" type="checkbox"/> at:	Course material will be sent to the students via wechat group before the class.



Compulsory course readings:

- Course PPT
- Pre-reading of simulations
 - Strategy Simulation: The Balanced Scorecard
 - Strategic Innovation Simulation: Back Bay Battery v3
 - New Venture Simulation: The Food Truck Challenge

Recommended course readings:

- Strategic Management: Contemporary Strategy Analysis (Grand)
- Innovation and Entrepreneurship (Peter F. Drucker)

8. Prerequisites for participation

Enthusiasm for strategic management and entrepreneurship

9. Profile of the professor

Professor Dr. Zheng HAN is Chair Professor of Innovation and Entrepreneurship at the Sino-German School for Postgraduate Studies (CDHK), Tongji University, in Shanghai. He is also founder of HAN Executive Advisory and Development; a boutique executive development company specialized in strategy, innovation and marketing management.

Professor Han studied in Germany and holds an Industrial Engineering Master’s Degree in Mechanical Engineering of TU Braunschweig. He completed his Ph.D. at the University of St. Gallen Switzerland, and was scholar of the Swiss National Science Foundation, visiting scholar of the China Europe International Business School (CEIBS) in China and the Wharton-SMU Research Centre in Singapore. His articles appear in renowned international journals such as International Journal of Technology Management, Journal of Knowledge Management, R&D Management, International Journal of Entrepreneurship and Innovation Management and International Entrepreneurship and Management Journal. Professor Han teaches EMBA and top executive programs for leading international business schools and universities such as ESMT, ESSEC Business School, ETH Zürich, Mannheim Business School, Tongji University and University of St. Gallen. In 2015, Professor Han was invited by the German Chancellor Angela Merkel as Chinese expert on innovation to the ‘International Germany Forum’ to Berlin.

Before his academic career, Professor Han served as Chief Representative and Chief Investment Advisor for the Haniel Group in China for 7 years. Professor Han works on strategy, innovation and marketing advisory projects and design and deliver frequently executive workshops, development programs and keynote speeches for MNCs, tech startups, company builders and “Hidden Champions” such as BASF, Bosch, Continental, Freudenberg, Heraeus, IBM, Leica Cameras, Metro Group, Porsche, Schott, Schindler, and Siemens.