

Syllabus CDHK					
Faculty	Economics and Management Sino-German School for Postgraduate Studies (CDHK)				
Title	Entrepreneurship in China				
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 2018/19	SS <input type="checkbox"/>	WS <input checked="" type="checkbox"/>	Course Code	2130229
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

24. Oct, 31.Oct, 07. Nov, 14. Nov, 28. Nov, 12. Dec

Wednesday 12:30-18:00 CDHK 307

Siping Campus

2. Learning Target

- Develop entrepreneurial thinking
- Understand fundamental aspects and challenges of entrepreneurship and growth management
- Develop insights into entrepreneurship within the unique Chinese context, i.e. its institutional and cultural environment
- Improve 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 a modern entrepreneur. The specific focus on China enables participants to better understand the local business environment. The ultimate goal of the course is to help students to develop a business plan in teams which will be presented in front of a jury by the end of the semester. Practical insights will be enriched by start-up entrepreneurs as guest speakers.

The following topics will be covered during class:

- Business plan and entrepreneurial strategies
- The practice of entrepreneurship and the Chinese business environment
- Innovation and dealing with IP in the Chinese context
- Leading and managing your team
- Marketing for start-up business
- Finance for start-up business
- Creativity and soft skills
- Change management and risk management
- Corporate social responsibility

Instructional methodology:

- Case studies
- Team work and self-study
- Literature
- Creativity methods

4. Language

English

5. Workload

Lecture: 24h

Team work: 48h

Course preparation and pre-reading: 32h

Final individual assignment: 48h

Total: 152h

ECTS Credit Points	5 ECTS
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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

- Team project work: 40% of grade
- Written exam: 30% of grade
- Class participation: 30% 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 email before the class.

Course readings:

- Cases
- Essentials of Entrepreneurship and Small Business Management (Thomas W. Zimmerer / Norman M. Scarborough)
- Innovation and Entrepreneurship (Peter F. Drucker)

8. Prerequisites for participation

Enthusiasm for entrepreneurship

Since the number of exchange students in this course is limited to 20. Each course applicant needs to



submit a motivation letter by tackling the following questions (>400 words):

- Why are you interested in entrepreneurship?
- What is your expectation of the course, in other words what do you expect to take with you after the course?
- Have you gained any experience related to entrepreneurship?
- Who is the entrepreneur you admire most, and why?
- What do you expect to learn from the course?

Please send your motivation letter to hanchair@163.com before 10.10.2018.

Selected participants will be informed before the 20.10.2018