

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 2015/16	SS <input type="checkbox"/>	WS <input checked="" type="checkbox"/>		
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

05.-06.12.2015, 12.-13.12.2015  
8:00-16:30  
Written exam on 19.12. 2015  
9:00-10:00  
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)*

Prof. competence	30	Method. competence	20	System competence	20	Social competence	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

<i>ECTS Credit Points</i>	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**
- Project work:40% of grade
  - Written exam:30% of grade
  - Class participation and home work presentation: 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**



- ② Enthusiasm for entrepreneurship
- ② 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?

Please send your motivation letter to [han\\_chair@sina.com](mailto:han_chair@sina.com) before 15.09.2015.

Selected participants will be informed before the end of Sep. 2015