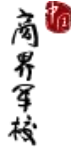




PHBS
北京大学汇丰商学院



Course Code

Fundamental Enterprise Design(In Chinese)

2/2025-2026

Course Information

Instructor: Tianyu Dai

Office: PHBS Building, Room 742

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Office Hour: Mon. & Thur. 8:30-17:30.

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: Mon. & Thur. 10:30-12:20.

Venue: PHBS Building, Room

Course Website:

If any.

1. Course Description

1.1 Context

Course overview: The main content of this course is about the fundamental Enterprise Design. Enterprise Design is an emerging discipline cluster including 23 subjects such as Business Model Design, Business Process Design, Management System Design, Organizational Ecology Design, Corporate Culture Design, Corporate Finance Design, Corporate Capital Chain and Cash Flow Design, Enterprise Interface Design, and et al.

Enterprise Design, contrary to the industrialization and standardization mindset of modern management science, operates on a different logic. It holds that each enterprise is unique and distinctive, thus advocating for tailored design the operation and management system from the actual condition of each enterprise with a combination of "science and art", enabling enterprises to achieve self-organization, self-operation, self-management, and self-evolution.

Enterprise Design shapes the future of enterprises. Outstanding enterprises don't walk on the usual road. In the past, they "crossed the river by feeling the stones", but in the future, they will be designed. There is a great need for a large number of Enterprise Design talents.

Prerequisites: No special requirement. But it will be better if the students have learned Management and Organizational Behavior previously.

1.2 Textbooks and Reading Materials

Tianyu Dai. From Management to Non-management: Enterprise Auto-Operation System Design [M]. Peking University Press, 2020.

Tianyu Dai. Management Through Self-Management: Auto-management System Design [M]. Peking University Press, 2016.

Tianyu Dai. Exceeding Leadership: Scientific Management Begins with Scientific Design [M]. Tsinghua University Press, 2010.

Tianyu Dai. Business Model Genetic Engineering [M]. Beijing: Peking University Press, 2022.
Tianyu Dai. New Business Model Design [M]. Beijing: Peking University Press, 2016.
Tianyu Dai. New Paradigm Economics [M]. Salt Lake City, UT: American Academic Press, 2023.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	NO
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	No
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	No
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

By learning and training new skills of *Enterprise Design*, the postgraduates can put them into business practice as Enterprise Designers (or Business Model Designers, Business Process Designers, Management System Designers, and et al.) in future.

2.3 Assessment/Grading Details

Student attendance records (40%), Class discussion and interaction (30%), Fundamental Enterprise Design Scheme (30%).

2.4 Academic Honesty and Plagiarism

The brand-new course content and tailored design scheme will prevent the act of plagiarizing.

3. Topics, Teaching and Assessment Schedule

Weeks	Topics	Chapter	Date
1	Case explanation: how Enterprise Design brought rapid		

	development to a company without management?		
2	The turning point of management philosophy: how far can professional managers go?		
3	The origin, development and constitution of Enterprise Design in practice		
4	Enterprise genetic engineering: business model design		
5	Out-of-order execution: business processes design		
6	Management through non-management: management system design		
7	Automatic management system design: three principles		
8	Automatic management system design: three convenient methods and total process		
9	Group case analysis and Enterprise Design scheme presentation		

4. Miscellaneous