Course Code
Course Name
Module, Academic Year

Course Information

Instructor: Tianyu Dai
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Office Hour: Mon, Wed & Thur. 8:30-12:00.

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Phone:
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Classes:
Lectures: Mon & Thur 15:30-17:20
Venue: PHBS Building, Room 335

Course Website:
If any.

1. Course Description

1.1 Context

Course overview: The main content of this course is the origin, fundamentals and Applications of *Enterprise Design*, which will gradually take over from business administration in future.

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, 2014. Government through Non-managing: New Management System Design[M]. Beijing: Peking University Press.

Tianyu Dai, 2016. Enterprise Genetic Engineering: New Business Model Design[M]. Beijing: Peking University press.

Tianyu Dai, 2017. Neo-paradigmatic Economics[M]. Beijing: Tsinghua University Press.

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.	Yes
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 in future.

2.3 Assessment/Grading Details

Student attendance records (20%), class discussion and interaction (40%), case analysis and explanation (40%).

2.4 Academic Honesty and Plagiarism

The original and brand-new course content will prevent the act of plagiarizing.

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

The original and brand-new course content will prevent the act of plagiarizing.

Weeks	**Topics**	**Chapter**	**Date**
1	Case explation: 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: new business model design		
5	Out-of-order execution: new business processes design		
6	Management through non-management: new management mechanism design		
7	Automatic management system design: four principles		
8	Automatic management system design: four convenient methods and total process		
9	Topic discussion and group case analysis presentation		

4. Miscellaneous