



北京大學
汇丰商学院

Peking University HSBC Business School

Course Name: Entrepreneurship Module 4, Academic Year 2023-2024

Course Information

Instructor: Mohammad Ali Moradi

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Office Hours: Monday & Thursday, 8:30-10:30 or by appointment

Classes:

Lectures: Monday & Thursday 15:30-17:20

Venue: PHBS Building, Room ...

Course Website:

TBA

1. Course Description

1.1 Context

Course overview:

Entrepreneurship is a mindset—a way of looking at things that is opportunity-focused and creative. It is about studying innovative venture creation and management. More precisely, entrepreneurship is of the utmost importance in carrying out innovations, enhancing rivalry, and ensuring value creation, economic growth, and employment rate. This course offers various frameworks for understanding entrepreneurship and provides an overview of the entrepreneur and opportunity nexus, ranging from opportunity creation and evaluation to resource acquisitions. Furthermore, it introduces students to the theory and practice of entrepreneurship, basic methods, and tools that are important for getting started. Throughout the course, we give students a comprehensive overview of how to develop an innovative business idea, how to create a simple compelling business model, how to use strategic management tools, how to generate business ideas to craft a comprehensive business plan, and how to gain sustainable competitive advantage as an innovator.

Prerequisites:

Students are required to have completed the prerequisite courses, as specified by PHBS.

1.2 Textbooks and Reading Materials

Lecture notes, selected articles, cases, and other supplementary materials will be posted on the CMS. Because this is such a new area of academic inquiry, there is no formal textbook for the course from which to distill all the critical knowledge and information.

2. Learning Outcomes

1.1 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 research-oriented documents.	Yes
	1.2. Our students will be able to professionally present their ideas and also logically explain and defend their arguments.	Yes
2. Our graduates will understand the fundamental concepts of entrepreneurship	2.1. Our students will present their understanding of fundamental concepts of entrepreneurship.	Yes
	2.2. Our students will explain the fundamental concepts of entrepreneurship.	Yes
	2.3. Our students will compare and contrast the fundamental concepts of entrepreneurship.	Yes
3. Our graduates will be skilled in teamwork and leadership.	3.1. Our students will be able to lead and participate in groups for projects, discussions, and presentations.	Yes
	3.2. Our students will be able to apply leadership theories and related skills.	Yes
4. Our graduates will be trained in ethics.	4.1. In a case setting, students will use appropriate techniques to analyze entrepreneurship problems and identify the ethical aspects, provide a solution, and defend it.	Yes
	4.2. Our students will practice ethics for the duration of the program.	Yes
5. Our graduates will have a global perspective.	5.1. Our students will have a good understanding of fundamental theories and ideas in their fields.	Yes
	5.2. Our students will be prepared to face problems in various entrepreneurship settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Assessment/Grading Details

1. Assignments (Interview with an entrepreneur 10%; Paper review and discussion 15%)
2. Team project and presentation 30%
3. Final report 20%
4. Final exam 25%

Attendance and effective and useful class participation +/- up to 10%

The detailed instructions for each assignment, team project, and final report will be discussed under separate cover, with a specific deadline.

2.3 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student's work due to efforts done by others are unfair. Deliberate dishonesty is considered academic misconduct, which includes 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 an academic misconduct check. Misconduct checks may include reproducing the assessment, providing a copy to another member of the faculty, and/or communicating 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 purposes.

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

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

3. Topics, Teaching and Assessment Schedule

1. Emergence of entrepreneurship
2. Introduction to entrepreneurship, and overview of the course
3. Evolution of entrepreneurship
4. Fundamental concepts and their conceptual framework
5. Entrepreneurial management: Entrepreneurs and managers
6. Types of entrepreneurship
7. Ideas and opportunities
8. From idea generation to business development
9. Innovation and entrepreneurship
10. Occupational choice
11. Motivation-opportunity-ability perspective
12. An eclectic perspective of entrepreneurship
13. Business environment scanning
14. Business model perspective
15. Business model innovation
16. Business plan for the creation of a startup
17. Business growth and scaling a startup
18. Entrepreneurship in the Chinese context

Week	Topic
Week 1	1.1. Emergence of entrepreneurship 1.2. Overview of the course 1.3. Evolution of entrepreneurship 1.4. Fundamental concepts
Week 2	2.1. Entrepreneurial management: Entrepreneurs and managers 2.2. Idea and opportunity 2.3. From idea generation to business development
Week 3	3.1. Innovation and entrepreneurship 3.2. Occupational choice
Week 4	4.1. Motivation-opportunity-ability perspective 4.2. Business environment scanning 4.3. An eclectic perspective of entrepreneurship
Week 5	5.1. Scanning business environment 5.2. Business model perspective
Week 6	6.1. Business model innovation 6.2. Internal and external drivers of business model innovation
Week 7	7.1. Business plan for the creation of a startup 7.2. How to write a business plan 7.3. Building blocks of a business model canvas 7.4. Propose, benefits, and elements of business plan
Week 8	8.1. Business growth 8.2. Scaling a startup

	8.3. Entrepreneurship in the Chinese context
Week 9	9.1. Class presentation

4. Communication

Course communication will take place through announcements in class, and the CMS. Students must regularly monitor the course website to receive information related to this class. Course websites are my main electronic method of communicating, announcements, and deadlines regarding your assignments. Assignments will always be submitted online and due at regular times.

My email (moradi@phbs.pku.edu.cn) is one of the best means of contacting me. I will do my best to respond within 24 hours. If I do not reply within 48 hours, do not take it personally, and feel free to send a follow-up email in the very likely event that I genuinely did not see your original message because of receiving bulk messages.

5. Miscellaneous