

## 课程详述

### COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 <b>Course Title</b>	创业金融 I Entrepreneurial Finance and Innovation I				
2.	授课院系 <b>Originating Department</b>	金融系 Department of Finance				
3.	课程编号 <b>Course Code</b>	FIN209				
4.	课程学分 <b>Credit Value</b>	3				
5.	课程类别 <b>Course Type</b>	专业选修课 Major Elective Courses				
6.	授课学期 <b>Semester</b>	秋季 Fall				
7.	授课语言 <b>Teaching Language</b>	中英双语 English & Chinese				
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) <b>Instructor(s), Affiliation &amp; Contact</b> (For team teaching, please list all instructors)	刘鲁川, 教学教授, 金融系 Andy LIU, Teaching Professor, Department of Finance 邮箱/Email: liulc@sustc.edu.cn				
9.	实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	李现国(助教), 金融系, 11749002@mail.sustc.edu.cn Xianguo LI, Department of finance				
10.	选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>					
11.	授课方式 <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>Tutorials</b>	实验/实习 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
	学时数 <b>Credit Hours</b>	48			复习、考试(2周)6小时 Revision & Exam (2weeks) 6-hours	48

12. 先修课程、其它学习要求  
**Pre-requisites or Other Academic Requirements**

13. 后续课程、其它学习规划  
**Courses for which this course is a pre-requisite**

14. 其它要求修读本课程的学系  
**Cross-listing Dept.**

**教学大纲及教学日历 SYLLABUS**

15. **教学目标 Course Objectives**

创业金融是一门贯穿创新、创业和金融三个交叉领域的基础课程。课程将从理论框架、历史比较和业界案例等维度,系统引导学习: 创新思维逻辑和创新行为学, 技术创新与社会, 商业创新与创业的商业模式与市场策略, 创业金融与风险创新投资等。

Entrepreneurial Finance and Innovation (EFI) is an interdisciplinary course of innovation, entrepreneurship, and finance. From perspectives of theoretical framework, historic research and business cases, the course introduces: logic of innovative thinking and behavioral study of innovation, technological innovation and society, business innovation, business models and marketing strategies of entrepreneurship, entrepreneurial finance and venture capital.

16. **预达学习成果 Learning Outcomes**

课程将引导学生不仅从思维逻辑和行为科学等微观学科领域, 而且从历史发展和社会交互作用等宏观视角, 去理解和探索创新、创业和金融等经济活动。通过不同教学手段培养学生创新思维和创业设计的能力, 掌握创新和创业活动中的金融知识和手段。

The purpose of EFI course is for students to explore innovation, entrepreneurship and finance through studying thinking logic and behavioral finance, as well studying history and sociology of technology. By learning in this course, students could improve their capability of creative thinking and business design, as well understand entrepreneurial finance and venture capital.

17. **课程内容及教学日历 (如授课语言以英文为主, 则课程内容介绍可以用英文; 如团队教学或模块教学, 教学日历须注明主讲人)**

**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

第一章: 创新的思维 (6 学时)

在本章节中, 学习者将学习创新思维的自由度、创新思维的问题导向、创新思维的模式、策略与逻辑、创新思维的工具、中国式的创新思维、创新思维的标准、哥德尔不完备定理与边缘思维。

第二章: 创新的行为学 (6 学时)

在本章节中, 学习者将学习创新心理学、创新的执行力和情商管理相关理论。

第三章: 技术创新、工业革命与社会 (6 学时)

在本章节中, 学习者将学习技术文化史、工业革命、经济周期、科学革命的结构。

第四章: 信息革命 (6 学时)

在本章节中，学习者将学习信息革命的三个基本要素以及信息处理与搜索对比：谷歌 vs 雅虎。

#### 第五章：创新的道路(6 学时)

在本章节中，学习者将学习硅谷之路与其他创新之路、大科学以及中国创新之路的相关知识。

#### 第六章：重要的技术创新（3 学时）

在本章节中，学习者将学习人工智能、医药生物和区块链的相关知识。

#### 第七章：商业创新（6 学时）

在本章节中，学习者将学习 Kickstarter、Airbnb、Uber、共享经济、金融科技以及区块链与分布式商业组织的相关知识。

#### 第八章：创业的商业模式（6 学时）

在本章节中，学习者将学习商业模式、产品服务与平台、客户与营销、收入模式与战略、俱乐部经济、诱饵、垄断与竞争、兼并与收购的相关知识。

#### 第九章：创业金融与风险创新投资概论（6 学时）

在本章节中，学习者将学习创业融资战略、创业企业的估值、风险资本简介。

#### Chapter 1: Innovative thinking (6 hours)

Students will learn the free degree of innovative thinking ; the problem orientation of innovative thinking ; the models of innovative thinking ; strategy, logic and the tools of innovative thinking ; the innovative thinking with Chinese style ; the thinking standard ; Godel's incompleteness theorem and marginal thinking.

#### Chapter 2: Innovative Behavioral Science (6 hours)

Students will study the psychology of innovation and emotion intelligence ; and explore the execution.

#### Chapter 3: Technological innovation, Industrial Revolution and society (6 hours)

Students will learn about the history of technological culture, the industrial Revolution, the business cycle and the structure of scientific revolution.

#### Chapter 4: Information Revolution (6 hours)

The three foundational elements of information revolution ; Information processing and search: Google vs Yahoo.

#### Chapter 5: The Road of innovation (6 hours)

Students will learn about the way of Silicon Valley and other innovation models ; big science, and the Chinese path to

innovation.

Chapter 6: Important Technological innovations (3 hours)

In this section, learners will learn about technological innovations such as artificial intelligence, pharmaceutical biology, and blockchain.

Chapter 7: Business Innovation (6 hours)

In this section, learners will learn about Kickstarter, Airbnb, Uber, sharing economics, financial technology, blockchain and distributed business organizations.

Chapter 8: On Business models (6 hours)

In this section, learners will learn about business models, product services and platforms, customer and marketing, revenue models and strategies, club economics, bait and hook, monopolies and competition, mergers and acquisitions.

Chapter 9: Introduction to entrepreneurial finance and venture capital (6 hours)

In this section, learners will learn the finance of entrepreneurship, valuation of startups, and introduction to venture capital.

18. 教材及其它参考资料 Textbook and Supplementary Readings

Lecture notes.

课程评估 ASSESSMENT				
19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance				
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects		30		
平时作业 Assignments		30		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		40		
其它（可根据需要 改写以上评估方 式）				



Others (The above may be modified as necessary)

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20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading  
 B. 二级记分制 (通过/不通过) Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过

This Course has been approved by the following person or committee of authority

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