

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 Course Title	创业思维与实践 START YOUR BUSINESS
2.	授课院系 Originating Department	创新创业学院 ICOLLEGE
3.	课程编号 Course Code	IN0005
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识通修选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	秋季学期 Fall semester
7.	授课语言 Teaching Language	中文 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） Instructor(s), Affiliation& Contact (For team teaching, please list all instructors)	张冬 ZhangDong, 创新创业学院 ICOLLEGE, zhangd6@sustc.edu.cn, 13323587131
9.	实验员/助教、所属学系、联系方式（请列出本课所有教辅人员） Tutor/TA(s), Contact (Please list all)	尹明 YinMing, 创新创业学院 ICOLLEGE, yinm@mail.sustc.edu.cn
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	40

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	16		32		48

12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	有基本的编程基础（不限编程语言种类） Fundamental programming basics (Any programming languages)				
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	<p>本课程是一门理论性、政策性、科学性和实践性很强的课程，面向所有大学生开设，将创业实践融入课程中，以注重对大学生创业意识、方法和能力的引导为原则，注重探究式学习，鼓励学生勇于从不同角度提出问题，将理论和实践有机统一；使学生掌握开展创业活动所需要的基本知识；使学生具备必要的创业能力；使学生树立科学的创业观。</p> <p>This course is a theoretical, policy, scientific and practical course which is open to all the college students. It integrates entrepreneurial practice into the curriculum, and focuses on inquiry learning with the principle of guiding the college students in their sense of entrepreneurship, methods and capabilities. The students are encouraged to raise questions from different perspectives, organically integrates the theory and practice; the students are enabled to master the basic knowledge needed for entrepreneurial activities; to have the necessary entrepreneurial abilities; and to establish a scientific entrepreneurial perspective.</p>
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16. 预达学习成果 Learning Outcomes	<p>通过学习本课程，使学生掌握创业团队的组建、创业计划书的书写、商业路演的准备，让学生初步具备进行产品众筹和参加创业计划竞赛 ze 活动的能 力，提什学生的团队合作能力和创业能力。</p> <p>Through the study of this course, the students will be able to master the formation of entrepreneurial teams, business plan writing and business roadshows preparation. Students will have the ability to conduct the product crowdfunding and participate in entrepreneurial competitions etc., the teamwork and entrepreneurial ability of the students will be improved.</p>
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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.)	
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一、教学日历 Calendar

教 学 内 容	讲授	实验/实践	合计
第一讲：基于创新的创业概述 Lecture 1 Overview of Innovation-Based Entrepreneurship	2	2	4
第二讲：技术型创业案例剖析 Lecture 2 Case Analysis of Technological Entrepreneurship	2	2	4
第三讲：产品众筹案例剖析 Lecture 3 Product Crowdfunding Case Analysis	2	2	4
第四讲：产品众筹失败案例剖析 Lecture 4 Product Crowdfunding Failure Analysis	2	2	4
第五讲：互联网+思维综述 Lecture 5 Internet + Thinking	2	2	4
第六讲：如何组织创业团队 Lecture 6 How to Organize Entrepreneurial Team	2	2	4
第七讲：撰写创业计划书 Lecture 7 How to Write a Business Plan	0	6	6
第八讲：做好商业路演 Lecture 8 How to make a good business roadshow	0	6	6
第九讲：创业计划竞赛综述 Lecture 9 Overview of Business Plan Competition	2	6	8
第十讲：公司治理与知识产权 Lecture 10 Corporate Governance and Intellectual Property	2	2	4
合 计	16	32	48

二、课程内容 Content

第一讲 基于创新的创业概述

Lecture 1 Overview of Innovation-Based Entrepreneurship

内容：1、创新概述；2、创业概述；3、基于创新的创业；4、实践：分组讨论自己的特长、创新创业想法，组成创新创业团队。

Contents: 1. Innovation overview; 2. Entrepreneurial overview; 3. Innovation-based entrepreneurship; 4. Practice: Group discussion of their own strengths, ideas for innovation and entrepreneurship, and establish the Innovation and Entrepreneurship Team.

第二讲 技术型创业案例剖析

Lecture 2 Case Analysis of Technological Entrepreneurship

内容：1、技术型创业概述；2、硅谷发展简史；3、技术型创业案例；4、实践：初步建立创业计划。

Contents: 1. Overview of technological entrepreneurship; 2. Brief history of Silicon Valley development; 3. Cases of technology-based entrepreneurship; 4. Practice: Initially establish a business plan.

第三讲 产品众筹 案例剖析

Lecture 3 Product Crowdfunding Case Analysis

内容：1、众筹基础概念；2、产品众筹案例剖析；3、实践：完善产品或者服务的市场定位。

Contents: 1. Fundamental concept of crowdfunding; 2. Case analysis of product crowdfunding; 3. Practice: Improve the market positioning of products or services.

第四讲 产品众筹 失败案例剖析

Lecture 4 Product Crowdfunding Failure Analysis

内容：1、产品众筹失败案例剖析；2、实践：产品或者服务的可行性分析。

Contents: 1. Analysis of failure cases of product crowdfunding; 2. Practice: Feasibility analysis of products or services.

第五讲 互联网+思维

Lecture 5 Internet + Thinking

内容：1、互联网思维；2、共享经济；4、实践：完善产品或者服务的功能定位。

Contents: 1. Internet thinking; 2. Sharing economy; 4. Practice: Improve the functional positioning of products or services.

第六讲：如何组织创业团队

Lecture 6 How to Organize Entrepreneurial Team

内容：1、创业团队组建原则；2、创业团队股权分配案例；3、创业计划书基本概念；4、创业计划书实例；5、路演基本概念；6、实践：组建完备的创新创业团队。

Contents: 1. Principles for establishing an entrepreneurial team; 2. Equity distribution cases of entrepreneurial team; 3. Basic concepts of business plan; 4. Examples of business plan; 5. Basic concepts of roadshow; 6. Practice: establish a complete innovation and entrepreneurship team.

第七讲：如何撰写创业计划书

Lecture 7 How to Write a Business Plan

内容：1、实践：撰写创业计划书；2、实践：学生分组点评创业计划书

Contents: 1. Practice: write a business plan; 2. Practice: review the business plans by the students in groups.

第八讲：如何做好商业路演

Lecture 8 How to make a good business roadshow

内容：1、；2、PPT制作基础；3、实践：学生分组路演模拟。

Content: 1.; 2. PPT basis; 3. Practice: students roadshow simulation in groups.

第九讲：创业计划竞赛综述

Lecture 9 Overview of Business Plan Competition

内容：1、创业计划竞赛综述；2、创业融资；3、实践：学生分组完善融资计划。

Contents: 1. Overview of business plan competition; 2. Entrepreneurship financing; 3. Practice: complete the financing plan by students in groups.

第十讲：公司治理与知识产权

Lecture 10 Corporate Governance and Intellectual Property

内容：1、公司治理理论；2、商业智慧与知识产权保护；3、实践：完善创业计划。

Contents: 1. Corporate governance theory; 2. Business intelligence and intellectual property protection; 3. Practice: complete the business plan.

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

教材 Textbook:

《高等学校创新创业教育教程：当代大学生创新创业教育与实践教程》，蔡敏 等编，高等教育出版社，2017

参考资料 Reference :

- 1、《创新工程实践 [Project Practices of Innovation]》，张海霞等著，高等教育出版社，2016
- 2、《预见：创业型小团队的制胜之道》 罗纳德·布朗 著；李晟 译，北京大学出版社，2017
- 3、《从 0 到 1 开启商业与未来的秘密》，[美] 彼得·蒂尔 著；高玉芳 译，中信出版社，2015
- 4、《创新、知识产权与经济增长》，克里斯汀等著；刘劭君等译，知识产权出版社，2017

教学评估 ASSESSMENT				
19. 评估形式 Type of Assessment	评估所需时间 Duration	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10%		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects		45%		
平时作业 Assignments				
期中考试 Mid-Term Test				

期末考试 Final Exam				
期末报告 Final Presentation		45%		
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

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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