

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	创业元素 Key Elements for a Successful Startup
2.	授课院系 Originating Department	创新创业学院 School of Innovation and Entrepreneurship
3.	课程编号 Course Code	INO009
4.	课程学分 Credit Value	1 one
5.	课程类别 Course Type	任选课 Free Elective (请保留相应选项 Please only keep the relevant information)
6.	授课学期 Semester	秋季 Autumn
7.	授课语言 Teaching Language	英文 English (请保留相应选项 Please only keep the relevant information)
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)	沈平 SHUM Ping, 电子与电气工程系 Department of Electronic and Electrical Engineering, shenp@sustech.edu.cn , 18420642916
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	N/A (请保留相应选项 Please only keep the relevant information)
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

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
	14	2	0	0	16
学时数 Credit Hours					
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本次课程的教学目标是讲授创业过程必须具备的专业知识，开拓学生视野；借助案例分析的经验提高学生的自我分析能力；培养学生的从无到有的创造力，面对未知和不确定性的开拓精神和处事技能，团队组建和管理能力，资源整合能力，以及社会可持续发展的大局观。

These course aim to equip our students with essential knowledge of entrepreneur process, promote new perspectives and broaden the minds of students; enhance the ability of self-research and enterprise analysis through the experience of case study; create students' creativity from 0 to 1, spirit and ability of facing unknow and uncertainty, ability of team building and maintain, resource integration capability, and perspective of overall situation about social sustainable development.

16. 预达学习成果 Learning Outcomes

- 1、 学生们从身边观察到的市场需求和痛点出发，产生创意，产品，创业想法 Students can generate creativity, products or innovation ideas basic on market demand or the pain points around them.
- 2、 学生们通过课堂教授的方法组建合适的团队进行资源整合 Students practice what they've learnt from our class to build up their teams and do resource integration.
- 3、 学生们利用课堂学习的知识以及课后调研，团队合作完成商业计划书 Students will finish business plan by team working using what they've learnt from our class and their research.
- 4、 学生们以小组为单位诠释商业计划书，进行模拟融资商业路演 Business plan presentation and simulation business road show for financing.
- 5、 学生们分享学习成果，讨论个人感悟，清晰未来的职业规划 By Sharing learning outcomes and personal insight, this course will provide reference for students' future career planning.

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.)

第一部分：创业机会

Part One: New Venture Opportunities

Session 1: 初创企业：沉默的巨人（1 个学时）

New Ventures: The Quiet Giant (1 credit hours)

Session 2: 创意：概念（1 个学时）

Ideation: The Concept (1 credit hours)

Session 3: 创业选择：路径（1 个学时）

Venture Options: The Pathway (1 credit hours)

第二部分 初创企业的发展

Part Two: New Venture Development

Session 4: 市场策略：客户（1 个学时）

Marketing: The customer (1 credit hours)

Session 5: 法务考虑：指标与策略（1 个学时）

Legal Considerations: The Parameters and strategies (1 credit hours)

Session 6: 定价策略：布局（1 个学时）

Strategic Pricing: The Hook (1 credit hours)

第三部分 初创企业的财务安排

Part Three: New Venture Finances

Session 7: 初创资本：注资（1 个学时）

Start-Up Capital: The Injection (1 credit hours)

Session 8: 财务报表：成绩单（2 个学时）

Financial Statements: The Scorecard (2 credit hours)

Session 9: 财务分析：衡量（1 个学时）

Financial Analysis: The Gauges (1 credit hours)

第四部分 初创企业成长

Part Four: New Venture Growth



<p>Session 10: 人力资源：用人（1 个学时）</p> <p style="text-align: center;">Human Resources: The people（1 credit hours）</p> <p>Session 11: 商业计划：指南针（2 个学时）</p> <p style="text-align: center;">The Business Plan: The Compass（2 credit hours）</p> <p>Session 12: 企业发展：未来（1 个学时）</p> <p style="text-align: center;">Scaling Ventures: The Future（1 credit hours）</p> <p>Session 13: 案例学习（2 个学时）</p> <p style="text-align: center;">Case study（2 credit hours）</p>
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18. 教材及其它参考资料 Textbook and Supplementary Readings

<p>Textbooks:</p> <p>《New Venture Management: The Entrepreneur's Roadmap》2nd Edition, Donald F. Kuratko, Jeffrey S. Hornsby, Routledge, 2018</p>
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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	0	0		
课堂表现 Class Performance	0	0		
小测验 Quiz	第 4 周	30		
课程项目 Projects	第 6 周	30		
平时作业 Assignments	0	0		
期中考试 Mid-Term Test	0	0		
期末考试 Final Exam	0	0		
期末报告	第 8 周	40		

Final Presentation

其它（可根据需要
改写以上评估方
式）

**Others (The
above may be
modified as
necessary)**



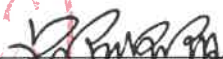
0	0		

20. **记分方式 GRADING SYSTEM**

- V 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




 2021 4. 8

