

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	创业思维和管理 Entrepreneurial Thinking and Management
2.	授课院系 Originating Department	信息系统与管理工程 Division of Information Systems and Management Engineering
3.	课程编号 Course Code	MIS312
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	秋季 Fall
7.	授课语言 Teaching Language	中英双语 English & Chinese
8.	授课教师、所属学系、联系方式 (For team teaching, please list all instructors) Instructor(s), Affiliation & Contact	王宇、信息系统与管理工程、wangy2021@sustech.edu.cn Rowan Wang, Division of Information Systems and Management Engineering, wangy2021@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced
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	48				48
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 None				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 None				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程会与同学们分享创新创业思维和模式的有关知识与实例。探讨适合当今中国的科技、商业大环境，以及深圳、大湾区的域特点下的创新创业机会与路线。分析大学生创新创业的优势与劣势。让同学们对创新创业思维和模式有初步的了解，并利用课程机会构思自己的创新创业计划，为今后的竞赛参与、毕业设计、以及就业创业打下基础。

During the course, we will share knowledge and examples related to innovation and entrepreneurship, discuss about innovation and entrepreneurship opportunities and procedures that are suitable under the current environment of technology and business development in Shenzhen, the Greater Bay Area, and China, and analyze advantages and disadvantages for college students to participate in innovative and entrepreneurial activities. This course will help students to know about innovation and entrepreneurship, and create their own innovative and entrepreneurial ideas and plans, which will be useful for their participation in innovative and entrepreneurial competitions, design of final year projects, and career development, in the future.

16. 预达学习成果 Learning Outcomes

- (1) 了解创新创业思维和模式的有关知识和实例。
- (2) 清楚合当今中国的科技、商业大环境，以及深圳、大湾区的域特点下的创新创业机会与路线。
- (3) 知晓大学生创新创业的优势与劣势。
- (4) 创建自己的创新创业计划。

To understand knowledge and examples related to innovation and entrepreneurship.

To be clear about suitable innovation and entrepreneurship opportunities and procedures.

To know about advantages and disadvantages for college students to participate in innovative and entrepreneurial activities.

To create innovative and entrepreneurial ideas and plans.

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.)

理论（48 学时）

第一周: 课程介绍（2 学时）

介绍整个课程，帮助学生理解此课程的教课模式，学期流程，以及任课老师的期望要求。

第二周: 课程项目启动（4 学时）

学生启动课程项目，汇报创新创业想法和初步设计，老师给予反馈，讨论。

第三周: 创新思想与实践分析 - 酒店案例（2 学时）

老师分享一个有关酒店运营服务的创新案例，在分享过程中会带动学生们一起思考，如何一步步推进项目。

第四周: 创新思想与实践分析 - 机场案例（4 学时）

老师分享一个有关机场运营服务的创新案例，在分享过程中会带动学生们一起思考，如果一步步推进项目。

第五周: 创新思想与实践分析 - 高铁案例（2 学时）

老师分享一个有关高铁运营服务的创新案例，在分享过程中会带动学生们一起思考，如果一步步推进项目。

第六周: 创新思想与实践分析 - 航空案例（4 学时）

老师分享一个有关航空运营服务的创新案例，在分享过程中会带动学生们一起思考，如果一步步推进项目。

第七周: 创新思想与实践分析 - 共享汽车案例（2 学时）

老师分享一个有关共享汽车商业模式的创新案例，在分享过程中会带动学生们一起思考，如果一步步推进项目。

第八周: 创新思想与实践分析 - 共享单车案例（4 学时）

老师分享一个有关共享单车商业模式的创新案例，在分享过程中会带动学生们一起思考，如果一步步推进项目。

第九周: 课程项目中期评估（2 学时）

学生汇报课程项目进展情况，老师给予反馈，讨论。

第十周: 创业思考 - 科技与商业创新创业发展大环境 (4 学时)

老师与学生一起讨论现今深圳、大湾区、以及中国的科技与商业创新创业发展大环境。

第十一周: 创业思考 - 创新创业政策 (2 学时)

老师与学生一起讨论创新创业有关政策, 尤其是跟大数据、新兴科技有关的。

第十二周: 创业思考 - 大学生创新创业机会以及相关比赛 (4 学时)

老师与学生一起讨论大学生创新创业的优势与劣势以及相关比赛机会。

第十三周: 创业思考 - 初创公司运营 (2 学时)

老师与学生一起讨论如何建立和管理初创公司。

第十四周: 创业经历分享 1 (4 学时)

老师邀请嘉宾分享创业经历, 并和同学们一起讨论当下创新创业机会。

第十五周: 创业经历分享 2 (2 学时)

老师邀请嘉宾分享创业经历, 并和同学们一起讨论当下创新创业机会。

第十六周: 课程项目期末考试 (4 学时)

学生汇报课程项目完成情况, 老师给予反馈, 讨论。

Lecture (48 credit hours)

Week 1: Introduction (2hours)

Course introduction; information on teaching methods, schedules, and expectations

Week 2: Project Initialization (4hours)

Project initialization; idea presentation; feedback discussion

Week 3: Innovative Idea Sharing - Hotel (2hours)

A real example of innovation done by the instructor in the field of hotel service operations

Week 4: Innovative Idea Sharing - Airport (4hours)

A real example of innovation done by the instructor in the field of airport operations

Week 5: Innovative Idea Sharing - Train (2hours)

A real example of innovation done by the instructor in the field of high-speed train operations

Week 6: Innovative Idea Sharing - Airline (4hours)

A real example of innovation done by the instructor in the field of airline operations

Week 7: Innovative Idea Sharing - Car Sharing (2hours)

A real example of innovation done by the instructor in the field of car-sharing business

Week 8: Innovative Idea Sharing - Bike Sharing (4hours)

A real example of innovation done by the instructor in the field of car-sharing business

Week 9: Project Midterm Evaluation (2hours)

Project midterm evaluation; progress report presentation; feedback discussion

Week 10: Entrepreneurship Information - Technology and Business Development Environment (4hours)

A discussion on the current technology and business development environment in Shenzhen and China

Week 11: Entrepreneurship Information - Policy (2hours)

A discussion on entrepreneurship related policies, especially those that are related to big data, and new technology

Week 12: Entrepreneurship Information - College Student / Competition (4hours)

A discussion on the advantages and disadvantages for college students to participate in innovative and entrepreneurial activities, and competition opportunities.

Week 13: Entrepreneurship Information - Company Operations (2hours)

A discussion on how to build and run a start-up company

Week 14: Entrepreneurship Experience Sharing 1 (4hours)

Experience sharing by a guest speaker

Week 15: Entrepreneurship Experience Sharing 2 (2hours)

Experience sharing by a guest speaker

Week 16: Project Final Evaluation (4hours)

Project final evaluation; report presentation; feedback discussion

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

授课老师提供的材料。

Materials provided by the lecturer.

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		10%		
课堂表现 Class Performance		10%		
小测验 Quiz				
课程项目 Projects		20%		课程项目选题报告
平时作业 Assignments		20%		期中报告(确立项目的基础想法并汇报)
期中考试 Mid-Term Test				
期末考试				

Final Exam				
期末报告 Final Presentation		40%		完成创新创业计划书并汇报(中英文皆可)
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

