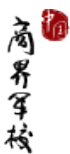




PHBS

北京大学汇丰商学院



04716730

Entrepreneurs and Enterprises (in Chinese)

3rd and 4th module, counted as 4th module course, 2018

Course Information

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Classes:

Lectures: April 3-June 26, Tuesday, 19:00-22:00

Venue: PHBS Building, Room 519

Course Website:

None.

1. Course Description

1.1 Context

Course overview:

《企业家与企业》是北京大学汇丰商学院硕士研究生（包括 MA 和 MBA）选修课程。授课时间为四月到六月（包括两个模块），每周一次，共计 3 学分。

该课程将邀请10位有杰出成就或有特殊创业和管理经历的企业家和企业负责人担任讲座教师，向学生传授企业创业与企业经营理念，分享企业发展、价值创造和实现人生理想的心路历程，帮助学生了解如何创建企业、经营企业和建立企业品牌，通过系列讲座，学习企业家的创新精神、拼搏精神和社会责任感，树立敬业型工作态度，激发创新型工作激情，奠定对社会有益的人生价值。

受邀授课的企业家将根据个人及企业的具体情况制定授课内容，可包括但不限于以下内容：

一、企业家可先对本企业基本情况做简单介绍，包括企业性质、经营领域与产品特征、行业地位与市场环境等，首先给予学生直观印象和基本了解。

二、在学生对本企业有了基本了解之后，可重点讲解企业经营理念与战略、主要管理与运营模式、企业发展历程、市场竞争策略、企业变革与未来展望等。建议结合企业的具体案例，包括成功的经验或者值得借鉴的教训，帮助学生得到更加具体和直观的理解。

三、企业家可介绍个人的经历和作为企业家的成长历程，突出如何在实践中塑造领导力和决策力，在面对挑战时如何树立信心和毅力，个人的性格、志趣与企业发展间的关联等，为学生传授在创业与职业发展中积累的宝贵经验和可借鉴的心得体会。

四、企业家也可根据现代商界的竞争情况，以企业领导者的角度阐述企业所需要的人才导向以及内部的人才成长模式，帮助学生在日常的学习生活中有意识地培养自己的职场素质及应对困难与挑战的能力。

此外，课程设置小组讨论和研究成果总结汇报，充分调动学生学习的积极性和主动性，培养思考力、联系力、沟通力，通过小组的研究结果实现课程的学习目标。

Prerequisites: 无

1.2 Textbooks and Reading Materials

授课企业家及其企业的相关材料。

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will have a basic understanding of entrepreneurs and enterprises.	1.1. Our students will understand the creation and development of enterprises.	Listening to lectures given by prof. Haifeng HUANG and entrepreneurs.
	1.2. Students will know how to cultivate professional quality and improve leadership and decision-making abilities.	Listening to guest lectures and group discussion in the class with Introduction by Prof. Haifeng HUANG.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Group presentation and group report.
	2.2. Students will be able to apply leadership theories and related skills.	Group work in the class.
3. Our graduates will learn the spirit of entrepreneurs and	3.1. Our graduates will learn the motivation and talents of entrepreneurs.	Listening to lectures by Prof. Huang and guest

establish correct career ideas.		lectures in the class.
	3.2. Our students will know talent needs of enterprises and internal talent growth path in enterprises.	Guest lectures and group discussion in the class.
4. Our graduates will have a global perspective.	4.1. Students will consider entrepreneurs and enterprises in a worldwide perspective.	Learning from cases in the class.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Fundamental theories introduced in class by Prof. Haifeng HUANG.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Group work in the class with Q&A.
	5.3. Our students will demonstrate competency in critical thinking.	Discussion in the class with PPT.

2.2 Course specific objectives

Knowledge

本课程将围绕企业家与企业的内涵、本质，介绍其相关理论研究框架。学生们通过了解企业的战略谋划、战略定位、商业融资的方法，从中外企业发展的回顾中，进一步了解企业家精神和企业本质。

Theoretical Study

本课程责任教授将系统梳理有关企业发展的研究成果，并分别邀请具有实际工作经验的企业家，通过鲜活的企业发展案例，向学生面对面传授在创业和职业发展过程中的经验与教训。

Case Studies

针对企业发展，一方面由企业家分享自身企业的案例；另一方面，同学们根据教授指导，研究国内外典型的创业案例。例如，研究阿里巴巴等企业的发展过程，各小组代表，在课堂上分享其研究成果。

Teamwork/Leadership

作为未来商业领域的佼佼者，该课程为提升同学们领导能力，也提供一个自我管理的组织平台。课程将任命班长、组长，通过其领导，进而锻炼其领导能力。这门课程不仅重视个人，而且希望通过各小组成员的密切合作，展现团队创新精神。

2.3 Assessment/Grading Details

选课学生的成绩由六部分组成：（1）出勤和纪律情况（10%）；（2）5次个人作业（10%）；（3）1次小组讨论（10%）；（4）课堂积极主动发言，团队合作和组织能力（10%）；（5）小组书面总报告和汇报（30%）；（6）期末考核（30%）。

出席和纪律情况：选课学生要求准时参加每一次授课，迟到一次扣1%、早退一次扣1%、缺席一次扣3%，迟到1小时（含）以上视为缺席，如果缺席（包括事假）累计4次则该门课程没有总成绩，病假需向助教出示医院证明，如有特殊紧急原因也须有书面说明。

个人作业：选课学生以授课的内容为基础撰写，递交五次个人作业（1500字），其选题

将围绕《企业与企业家》课程中所涉及的相关商业领域，包括金融、制造业、互联网、房地产、服装等其它新兴行业，可涵盖企业的经营战略、商业模式、组织设计、管理手段、企业家领导力、企业家成功要素、企业社会责任等，其个人作业将针对具体的问题，采用相关研究成果与资料，请注明出处，其具体要求将另有详细说明。

小组讨论：组织1次小组讨论，专人记录，学期发言计入考核体系中；

团队合作和领导组织能力：体现在参与小组合作时的积极性以及承担小组讨论的组织工作等；

小组书面总报告、汇报：递交小组书面总报告（共计6000字）和汇报PPT资料（15页），围绕教授和企业家教授的系列讲座内容，组织1次小组研究成果汇报；

期末考核：学期中将围绕教授和企业家系列讲座的内容，组织期末考核。

2.4 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 work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include 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 academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate 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 purpose.

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

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

3. Topics, Teaching and Assessment Schedule

Date	Topic	Content
April 03	1. Introduction to Entrepreneurs and Enterprises	Lecture by Prof. Haifeng HUANG
April 10	2. Lecture by Yan Jingyu	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
April 17	3. Lecture by Lin Haihui	Guest lecture and Comment by

		Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
April 24	4. Lecture by Wang Shiyun	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
May 08	5. Group Discussion	Organised by TAs
May 15	6. TBD	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
May 22	7. TBD	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
May 29	8. TBD	Guest lecture, Organised by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
June 05	9. TBD	Guest lecture, Organised by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
June 12	10. TBD	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
June 19	11. TBD	Guest lecture and Comment by Prof. Haifeng HUANG Organised by Prof. Haifeng HUANG
June 26	12. Presentation by Each Group	Organised by Prof. Haifeng HUANG and TAs
June 26 期末考核	13. and Final Exam.	Organised by Prof. Haifeng HUANG and TAs

4. Miscellaneous

Final Grade:

- (1) Attendance and Discipline 10%
- (2) Personal Homework 10%
- (3) Group Discussion 10%
- (4) Participation in Class, Teamwork and Leadership 10%
- (5) Final Report, PPT and Presentation 30%
- (6) Final Examination 30%

Awarded marks:

We will adjust your final grade according to your participation in the class. As we appreciate your leadership and responsibility, students who actively participate in class management work will get awarded marks.