



Vx401: Seminar—Entrepreneurship

Course Syllabus

A. Course Description

This is a seminar series course which exposes students to entrepreneurship through instructional/interactional lectures, such as put your dream to the test, real-world entrepreneurial lessons, entrepreneur vs. intrapreneur, and effective entrepreneurship. The students are also encouraged to participate a business competition, China Business Challenge, at UM or conduct a real business project through a team of 3 or 4 and present it at Innovation Leadership Salon of the JI Winter Design Expo.

B. Instructors & Sponsors

- Instructor: Vincent Chang
 - Email: vincent.chang@sjtu.edu.cn
 - *Refer to communication policy and preference at Part I.*
- TA:
 - David Chuantang Xiong, Email : davidxiong@sjtu.edu.cn
 - Zimu Zhai, Email : zhaizimu@gmail.com

C. Prerequisite & Credit

- Prerequisite: None.
- All the JI undergraduate students are allowed to take to get credit.
- Level: 400
- Number of Units: 1

D. Class Info

- Course Length: **7 weeks/EVEN WEEKS (2-hr lecture once every two weeks, see P3 for detailed schedules)**
- Class: Wednesday @6:00pm-7:40pm
- Classroom: DongXiaYuan 310

E. Methods of Instruction & Communication

- Lectures
 - Instructor's lecture
 - Guest lectures
- Interactive classroom discussion
- Communication policy & preference
 - Course related subject & technical question: In-person discussion preferred (during class break or office hours).
 - Personal or career related: In-person discussion preferred
 - *Class absence related: Contact TAs directly rather than the instructor*



F. Grade Structure

- Participation: 50 points
 - Participation grade depends on the way you listen to the instructor's lecture (attentively vs. indifferently). Credits will be given when you respond *proactively* to the instructor's discussion questions.
 - The credits given are subject to the quality of your answer to the instructor's questions.
 - It's NOT allowed to use electronic devices (Laptop, cell phone, or iPad) doing something not related to the course materials. Plus, you should pay full attention to the instructor/guest speaker.
 - **Tips:**
 - **Attitude is everything!**
 - **Show RESPECT at all times!**
- Attendance: 20 points
 - *Seating Chart Policy*
 - You will be directed to sit on the assigned seat. The seat will be arranged based on discussion group arrangement.
 - Absentee for lecture will be deducted by **3 points** per class absence (More than 15 minutes late).
 - If you can't attend the lecture due to sickness or family urgent matters, please follow the SJTU policy to get approved and then send the approved document to TAs directly. Remember, *personal matters like internship, company interview, travel, etc. won't be granted.*
- Oral Test: 30 points
 - Oral test score is based on random oral test during the lectures within the whole semester and the final oral test scheduled on Nov. 26th. If you miss the final oral test, there is no way to make it up.
- **(Optional) Bonus: Business Project & Final Presentation at JI Winter Design Expo**
 - An extra credit will be given to you if you participate China Business Challenge at UM or conduct a real business project through a team of 3 or 4, get approved by the instructor, and finally participate JI Winter Design Expo. However, the amount of extra credits won't be decided until we finish the preliminary grading at the end of the semester. That is, the extra credits should be given in a way that we will have a sound and fair grade distribution for the whole class.

Note: The grade structure is subject to change with a minor adjustment.

G. (Optional) "China Business Challenge" Competition, October-November, 2014

China Business Challenge (CBC) is a business model competition designed to challenge UM future leaders' entrepreneurial abilities to tap China's exponentially growing market and to solve world's problems. China Business Challenge is an integrated learning experience on business model formation, China's business environment and its business culture.

H. Honor Code

We will maintain a high standard on honor code and pay more attention on honor code violation. Please refer to JI's policy.



I. Lecture Plan & Timeline

Wk	Date	Topic/Subject
2	9/24	Overview Dream & Change, Entrepreneurial Lessons—Part 1
4	10/8	Dream & Change, Entrepreneurial Lessons—Part 2 (Seating Chart due)
6	10/22	Dream & Change, Entrepreneurial Lessons—Part 3
8	11/5	Dream Test
10	11/19	Dream Test IDEA Evaluation (Bring your laptop to the class) (Final Oral Test Schedule announced)
12	12/3	Final Oral Test (6:00pm-9:00pm)
14	12/17	Jl Winter Design Expo (1:00pm-4:00pm) Optional Business Project Presentation at Innovation Leadership Salon No Lecture

Note: The timeline and course events are subject to change.

J. Additional Classroom Info

Additional information will be posted and updated on Sakai: <http://sakai.umji.sjtu.edu.cn>

The syllabus will be updated on the biweekly basis.