



# (Introduction to) Entrepreneurship (in China)

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**Course Code:**

**Course Teacher:** Claudio Feijóo – Sino-Spanish Campus at Tongji / UPM-CAIT

**Language:** English

**Students:** Master students

**Teaching hours:** 36 hours

**Tongji credits:** 2 credits (**ECTS:** 4 credits)

**When:** 2nd semester – November 2018

**Teaching Method:** Practical approach with cases and workgroup projects

**Pre-requisite:** Interest in entrepreneurship and innovation

**Room:** 305 – Tongji Building A

## Summary – Course description

After completing the course, students are expected to understand and be able to use a number of very practical methods to manage innovative projects within a company or organization and/or to pursue their own entrepreneurial endeavours following new approaches.

This subject departs from the idea that the new methods originated in the entrepreneurial arena in the last decade can be extremely useful for managers as they allow to understand the customer better and from the start, rapidly adapting any theoretical project to realistic metrics, acknowledging the fact that innovation and business models are created in a learning process, and that innovation can be “engineered” to increase the chances of success.

The course consists of several parts: creative thinking to look for ideas, re-shaping of ideas for them to become project proposals, and use of tools and methodologies such as business model canvas and lean startup. It will also include practical sessions about other aspects of the entrepreneurial process such as the role of technology, market analysis, IPR and internationalization. The course will emphasize the practical side of the tools and will introduce related key concepts on the innovation / entrepreneurial ecosystems with a particular focus on China / Shanghai.

During the course, students will team work in a practical project of their own that will be presented, discussed and evaluated in a final pitch session.

## Objectives and requirements

This is a practical graduate level course on tools and methodologies for managers and innovators based on new developments in entrepreneurship.

There are four major objectives of this course: (i) to provide students with some conceptual and practical tools to improve their management skills on innovative projects; (ii) to provide students with the general rationale and ordered logical steps when launching an entrepreneurial project of their own; (iii) to know the basics on how to present and defend a successful entrepreneurial business plan; (iv) to provide hands-on knowledge on tools, methods and upcoming opportunities of interest to be applied in a project to be developed through the duration of the course.



Students will need practical interest in innovation and entrepreneurship. Ideally they should have an entrepreneurial idea of their own, although this is not a strict requisite since during first classes a method for proposal and selection of ideas will be used.

Sessions will include work on projects to be developed and discussed during the classes. Therefore it is highly recommendable to bring a laptop or tablet with basic applications (word processor, presentation software, spreadsheet) and Internet connection. Students are also requested to read the references assigned to each session and to provide results for the assignments.

### **Programme & Schedule**

NB: This is a tentative programme. The topics are indicative. Program might be modified depending on the interest of students about the subjects covered, on the level and depth of the discussion, and on the availability of the possible invited lecturers.

Day	Time	Subject
1	2h	Introduction to the course. Presentation of students (background and motivation). Background: The increasing relevance of innovation. Initial idea (individual assignment)
1	2h	Idea market. Team assignment. Idea multiplication and reshaping. Observation.
2	4h	Entrepreneurship: concepts & ecosystem. Individual assignment
3	2h	Business idea environment
3	2h	Value proposition. DNA of a startup
4	4h	Testing & experimenting. Experiment board. Customer development. Validated learning. Minimum viable product. Product-market fit
5	3h	Business models
6	4h	Lean canvas
7	3h	Visit to Chinaccelerator, Venture Valley and/or 021
8	3h	Other approaches (the platform canvas)
9	3h	Preparing the pitch: How to. Pre-mortem analysis. Beyond the pitch
10	4h	Workshops (pitch) for presentation and discussion of results of workgroups projects
Extras		Opportunity checklist. The vision of a venture capitalist. Other approaches. Technology, competitors. Valuation. Financial models. IPR. Simple forecasting

### **Documentation**

Each of the sessions of the programme will have specific documentation, including selected references to research further into the topic.

In addition, for some of the sessions some publicly available documents will be delivered to the students as readings before the session.

All the documentation will be uploaded in Schoology as well as a discussion forum and evaluation of assignments. Code for the course will be announced in the wechat group for the course.

The wechat group will be launched during the first class.

References and reading material:

- [1] Blank, S. (2013). Why the Lean Start-Up Changes Everything. Harvard Business Review, (May), 3–9.
- [2] Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley.
- [3] Blank, S., & Dorf, B. (2012). The startup owner's manual. K&S; Ranch.
- [4] Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Random House LLC.
- [5] Feld, B., Mendelson, J. (2016). Venture deals: Be smarter than your lawyer and venture capitalist. Wiley

### **Evaluation criteria**

The evaluation will be based on the individual assignments and teamwork:

- Individual assignments / exam: 40%
- Teamwork (including pitch): 40%
- Contributions / Attendance during classes: 20%

The criteria for evaluation will be:

- Understanding of the concepts explained
- Ability to apply them in an actual strategic setting
- Contributions to discussion
- Thinking outside the box

### **About the lecturer**

CLAUDIO FEIJÓO holds an MSc and PhD in Telecommunication Engineering and an MSc in Quantitative Economics. He is professor at the Technical University of Madrid (UPM) where he researches on the future socio-economic impact of emerging information society technologies, in particular, from an ultra-broadband, mobile and content perspective. Currently he serves as Co-Director of the Sino-Spanish Campus at Tongji University in Shanghai. He is also the co-founder and coordinator of the ICT area in the international master programme on city sciences and main responsible of the scientific committee of the International Conference in City Sciences. He is guest lecturer at IE Business School on digital business and disruptive ICT, and member of the board of the International Telecommunications Society. He also spent two extremely nice years working at the Institute for Prospective Technological studies of the European Commission. He has run marathons, travelled across the Kalahari, Syrian and Australian deserts, wrote a couple of books on independent rock music, and help launch more than fifteen startups. He is particularly proud of having worked with –and getting grants and salaries for– more than 100 brilliant students from across the world and from different engineering, architectural, economic, and social sciences background.

### **About the guest lecturers**

ALBERTO ARENAL has an MSc in Telecommunications Engineering and a MSc in City Sciences from the Technical University of Madrid and a Business Administrations degree from the National Distance Learning University (UNED). He is currently a doctoral candidate at the Technical University of Madrid (UPM) in the Entrepreneurship field and his main research includes the qualitative and quantitative analysis of the entrepreneurial ecosystems, with focus on the policy domain. From 2009 to 2016, he has worked in several positions in REDTEL, the Spanish Association of Telecommunications Operators, and in AMETIC, the Association of Electronics, Information and Communications Technologies, Telecommunications and Digital Content Companies in Spain, focusing on the study of the regulatory framework of the Digital Economy and the relationship between the different stakeholders. Since then, he combines his doctoral studies with lecturing on Entrepreneurship at UNED and strategic consulting as a founder of Rule Eleven Partners, a strategic consultancy focused on digital transformation of established companies and new ventures launch and mentoring.

SERGIO RAMOS gained his PhD and Master in Telecommunications Engineering from the Technical University of Madrid. He holds an MBA from the Stockholm School of Economics and a Degree in Advanced Management from the IE Business School. His career has been linked to three main areas of activity: ICT and Information Society, Higher Education, and Innovation Management and Entrepreneurship. His starting research interest was related to the study of the mobile Internet phenomenon in Europe from the regulatory, market and business perspectives, being his Ph.D. Thesis (2005) one of the first studies in Europe in the field. Currently he is focused on practical research and experimentation on entrepreneurial ecosystems, particularly in the characterization of the trigger factors that stimulate entrepreneurship and innovation. Among his most relevant positions, he worked for the European Commission as Resident Twinning Adviser of an EC Twinning Project for the Public Utilities Commission of Latvia, to design and monitor the transposition process of EU electronic communications regulatory framework into Latvian legislation. In addition, he worked for the Spanish Association of Telecom Network Operators (REDTEL) as a Director of Network Infrastructure Deployment and served as Innovation and Entrepreneurship Manager at CeDInt-UPM (Research Centre for Smart Buildings and Energy Efficiency at UPM). Currently based in Madrid but working globally, he combines lecturing, research and managerial activities at UNED, UPM and IE Business School, with strategic consulting for the last ten years as CEO of Noon Venture (a consultancy firm specialized in strategic advice in the domain of TMT), and startup creation and mentoring.

CRISTINA ARMUÑA is Telecom Engineer and Master in City Sciences by the Technical University of Madrid. After several years working for Management Solutions as bank consultant, she managed the Networks Deployments area at the Spanish Association of Telecom Operators. In 2014 she started her freelance career as Telecommunications, Media and Technology consultant. She has continued linked to the Academia, currently she mentors projects in the 101 Entrepreneurship UNED program and she is doing her PhD Research on human capital in entrepreneurship ecosystems.

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