



Entrepreneurship Explored

IMBX-SHU 232 1

Fall 2019-14 weeks

4 credits

Tuesday & Thursday 15.15-16.30

RM 900, NYU Shanghai

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COURSE INFORMATION

Course Overview

Entrepreneurship refers to the quality of paving new opportunities and bringing about disruptive and meaningful changes through taking initiatives and strategically responding to risks, failures and possibilities. The main aim of this course is to equip students with analytical and strategic thinking by reviewing existing entrepreneurial practices. Students will carry out individual case study research, participate in in-class discussions, debates and mock meetings and work on a course project to solve real world problems they identify. By linking entrepreneurial practices with the wider social, economic and technological trends, the course also emphasizes social responsibility and future-oriented thinking.

Prerequisites: This course does not have any prerequisites.

COURSE LEARNING OUTCOMES

By the end of the course, students will be able to

- Compose an academic style case study with clear structure, well-articulated arguments and well-presented insights by evaluating existing entrepreneurship practices;
- Explain the role of entrepreneurship in promoting social, economic, and technological changes as well as summarize challenges and future potentials of entrepreneurial practices;
- Value the role of social responsibility in conceiving an idea or developing a solution (recognizing ethically in/appropriate approaches; understanding the diversified needs of different groups of people; understanding the balance between individual interest and the social good);

- Develop creative solutions to solve the identified problem through strategic and systematic thinking;
- Work collaboratively with team members on course projects;
- Practise project management skills to implement your project ideas (display capacity to navigate through multiple tasks; stick to deadlines; manage and break down tasks into smaller ones);
- Demonstrate ability to critically evaluate peer's and one's own work in progress and final delivery;
- Value ambiguity and uncertainty and develop courage to experiment with new and unfamiliar approaches.

GRADES (Assessment, Measurement and Evaluation)

The grade for this course will be determined according to the following formula:

Assignments/Activities	% of Final Grade
Class Participation (attendance)	10
Reading Responses	20
Case Study (written: progress 10% + final version 15%)	25
Case Study (presentation)	5
Team Pop Up Solution (process)	20
Team Pop Up Solution (delivery)	10
Peer Review	10

[Evaluation Criteria](#) (please click on the hyperlink to view)

Letter Grades

Letter grades for the entire course will be assigned as follows:

Letter Grade	Percent
A	93% and higher
A-	90.00% – 92.99%
B+	86% - 89.99%
B	82% - 85.99%
B-	78% - 81.99%

C+	74% - 77.99%
C	70.00% - 73.99%
C-	67.5% - 69.99%
D+	65% - 67.49%
D	62.5% - 64.99%
D-	60% - 62.49%
F	59.99% and lower

Grading Evaluation Scale

NYU Shanghai follows the same grading practices as NYU New York. The following grades may be awarded: A, A-, B+, B, B-, C+, C, C-, D+, D, F. In general, A indicates excellent work, B indicates good work, C indicates satisfactory work, and D indicates passable work and is the lowest passing grade. F indicates failure. There are some additional grades—P for pass, W for Withdrawal—which are awarded administratively.

Grade Dissemination

Graded tests and materials in this course will be returned individually only by request. You can access your scores at any time using the Grade Book Function of NYU Classes.

Group Work

The pop up solution project is group work. All members of a group will receive the same score; that is, the project progress and delivery are assessed and everyone receives this score.

However, once serious freeriding is noted and confirmed, individual team members will be assigned a lower grading. I hope this will not happen and that you will learn to take responsibility for group work and learn and grow together as a team.

- **How Teams are Formed**

You have the freedom to choose your own teammates (must meet the size as required by the instructor: usually teams of 3-4 members). Students can exchange members among teams upon agreement of all members of the teams concerned. **Teams needs to be finalized by the end of the first session of week 7 (Oct 22nd).**

*Once formed, teams cannot be altered or switched, except for unusual circumstances (e.g. serious illness, course withdrawal, unresolvable conflicts). Only under extreme conditions will the instructor offer permission to rearrange/split teams to ensure the best learning experience and outcome for each student. **You are encouraged to keep the instructor informed and updated about any concerns you might have over group work as early as possible.**

LEARNING MATERIALS

Handouts will be distributed in class and all materials covered in class will be shared in this document with links.

*Please note that most in-class reading materials are printed out so that it is easy to work with, and most readings as assignment will be in the

If you have a strongly wish to work with e-versions in class to save paper or to be given a printed copy of reading materials as assignment, please let the instructor know.

Important Notice

Each semester, the instructor might bring in different guest speakers and different project collaborators. Please refer to the most updated syllabus for reference (you will be notified if new changes occurs).

This course embraces sustainability and cost-effectiveness. Your expenditure related to the coursework is expected to be between 50-200 RMB, including transportation for your individual fieldwork (metro/bus) and purchase of project-related materials. You are highly suggested to creatively and strategically apply recycled materials and available resources on campus to deliver your work.

Should you have any financial concerns, please talk to the instructor.

MAIN COURSEWORK

1_Case Study: individual written work

Please use this [template](#) for your writing.

Key dates:

You will need to submit your proposal and outline of case study **by the end of week 2.**

During **week 6**, you will present your case in a [pechakucha](#) format in class.

Full draft of case study is due by the end of **week 9.**

[Sample Case Study](#)

(The instructor will also introduce a few possible cases during week 2.)

When selecting a case, you can start by thinking about one of the following items that you are interested in

- A company (e.g. IKEA)
- A brand (e.g. Zara)
- A project (e.g. Lesswalk movement donating unused bikes to poor areas)
- A person/group of people (e.g. young entrepreneurs, taobao shop owners)
- Others (events, campaigns, social trends and other aspects that you might want to focus on in your case study)

The following table outlines the timeline of your case study:

Timeline	Progress	Notes
Week 1-Week 2	Progress 1: Case study outline	Decide which case you want to write about and how you want to structure your case study
Week 3	Progress 2: Preliminary research: a short description of the case and list 3-5 key questions that guide your case study	
Week 4	Progress 3: Further research (fieldwork if needed)	Session 8 (09/27) is side aside for your own independent fieldwork
Week 5	Progress 4: Completion of the detailed description and analysis of the case	
Week 6-7	Progress 5: Insights drawn from the case study	
Week 8	Progress 6: Complete introduction and conclusion	
Week 9	Revise and polish	Final version due by the end of week 9 (11.55 p.m. Fri 2019/11/08)

Please be sure to cover the following elements in your case study:

(The following points, however, are not the structure and outline of your case study.)

- **Why:** why choosing this particular case (consider your own passion and interest, significance of this particular case in terms of its contexts and wider implications)
- **What:** a clear description of the case (including contexts, opportunities, challenges, problems)
- **How:** critical analysis of why certain aspects of the project worked (how innovative it is) and what might be the aspects that need rethinking/change/transformation
- **So what:** insights from this case and its wider implications
- **What next:** future directions (limitations of current research and gaps for future studies)

2_Pop up Project: team project

Key dates:

The pop up project will be launched in **week 7**. Each semester, you might be able to choose projects from

In **week 13**, you will present your pop up solution (on campus/course collaborator's space)

Your pop up demo needs to present your solution to an identified problem and is usually in the form of product/service/campaign.

Key milestones include:

Timeline	Stage	Output
Week 7	Mindmap	Submission of Progress 1
Session 15, Week 8 (2019/10/29)	Fieldwork 1	
Week 8	Fact Pack and Inspiration Gallery	Submission of Progress 2
Session 17, Week 9 (2019/11/05)	<u>Milestone Presentation 1</u>	5 mins presentation in class
Session 19, Week 10 (2019/11/12)	Fieldwork 2	
Week 9-10	Fieldwork Plan and Fieldwork Summary	Submission of Progress 3
Session 21, Week 11 (2019/11/19)	Potential solutions	Submission of Progress 4
Session 17, Week 9 (2019/11/05)	<u>Milestone Presentation 2</u>	
Week 13	Implementation and Show	Submission of Progress 5 5 mins pitch and project final demonstration

Tentative Course Schedule

Subject to slight changes and please consult the most updated version for reference (especially for guest sessions, fieldwork and project demo arrangements).

Topics, Agenda and Assignments

Week	Session	Assignment
Week 1 09/03 (Tue)	Session 1: INTRODUCTION Warm-up Class Culture Expectations Rules and regulations Introduce grading and course projects Trendhunting	Reading 001 Due: 11.55 p.m. Wed 2019/09/04 *Presenters: Prepare a 2 mins presentation Slides Due: 11 a.m. Thur 2019/09/05
Week 1 09/05 (Thur)	Session 2: TRENDHUNTING Warm-up Reading discussion *Galaxy meeting Case 001 Value statement	Reading 002 Due: 11.55 p.m. Mon 2019/09/09
Week 2 09/10 (Tue)	Session 3: SOCIAL RESPONSIBILITY Warm-up Fair Trade Debate Note on Plagiarism	Reading 003 Due: 11.55 p.m. Wed 2019/09/11 Case Study Progress 1 - submit an outline of your case study (with a preliminary titles and a short paragraph to justify why you haven chosen this specific case) (template here)
Week 2 09/12 (Thur)	Session 4: CONSTRAINTS 1 Warm-up Reading discussion Circular Economy Case 002	Sample 1 of case study outline Sample 2 of case study outline Due: 11.55 p.m. Fri 2019/09/13 Reading 004 Due: 11.55 p.m. Mon 2019/09/16 Bring: pop up challenge materials (before session 5)
Week 3 09/17 (Tue)	Session 5: CONSTRAINTS 2 Pop up challenge Peer review: case study	Reading 005 Due: 11.55 p.m. Wed 2019/09/18 Case Study Progress 2 Preliminary research: a short description of the case and list 3-5 key questions that guide your case study (template here) Due: 11.55 p.m. Fri 2019/09/20

Week 3 09/19 (Thur)	Session 6: CONTRAST Warm-up Reading discussion Case 003 Case 004 In class challenge: from pains to gains	
Week 4 09/24 (Tue)	Session 7: COMBINATION Warm-up Case 005 Peer review: case study Observation exercise	Reading 006 Failure for free Due: 11.55 p.m. Mon 2019/10/07 Case Study Progress 3 Further research (fieldwork if needed) Submit: a preliminary draft Due: 11. 55 p.m. Mon 2019/10/07
Week 4 09/27 (Thur)	Session 8: FIELDWORK NO CLASS (Independent fieldwork for case study)	Case Study Progress 4 Completion of the detailed description and analysis of the case Due: 11. 55 p.m. Fri 2019/10/11
Week 5 10/08 (Tue)	Session 9: CONTEXTS 1 Free innovation Reading discussion Kickstarter project exploration 1 Peer review: case study	Case Study Progress 5 Insights drawn from the case study Due: 11. 55 p.m. Fri 2019/10/25
Week 5 10/10 (Thur)	Session 10: CONTEXTS 2 Kickstarter project exploration 1 In-class challenge: M&S re-entering China	
Week 6 10/15 (Tue)	Session 11: CASE STUDY PRESENTATION 1	Pop Up Project Progress 1 Mindmap Due: 11.55 p.m. Wed 2019/10/23 Case Study Progress 5 Insights drawn from the case study Due: 11. 55 p.m. Fri 2019/10/25 Reading 007 Due: 11.55 p.m. Wed 2019/10/30
Week 6 10/17 (Thur)	Session 12: CASE STUDY PRESENTATION 2	
Week 7 10/22 (Tue)	Session 13: THE 'WHY' QUESTION 1 Warm-up The 'Why' question Design for people Selection of pop up project Brainstorming and mindmapping	Pop Up Project Progress 2 Context of the problem: fact pack and inspiration gallery Due: 11.55 p.m. Mon 2019/11/04 Case Study Progress 6 Complete introduction and conclusion Due: 11. 55 p.m. Fri 2019/11/01
Week 7 10/24 (Thur)	Session 14: THE 'WHY' QUESTION 2 Mindmap sharing Peer review: case study	
Week 8 10/29 (Tue)	Session 15: Pop up Project Fieldwork 1 NO CLASS (Independent fieldwork for pop up)	

Week 8 10/31 (Thur)	Session 16: SYSTEMATIC THINKING Warm-up Reading discussion How to ask questions	
Week 9 11/05 (Tue)	Session 17: POP UP MILESTONE 2 (share: progress 1 and 2) Presenting the problem (why and what?) Present your topic	Case Study Final Version Submit your final version after revising and polishing the full document Due: 11.55 p.m. Fri 2019/11/08
Week 9 11/07 (Thur)	Session 18: ROOT PROBLEM Root problem identification Interview techniques	Pop Up Project Progress 3 Fieldwork Plan & Fieldwork Report Due: 11.55 p.m. Wed 2019/11/13 Reading 008 Context of innovation Due: 11.55 p.m. Wed 2019/11/13
Week 10 11/12 (Tue)	Session 19: POP UP FIELDWORK 2 NO CLASS (Independent fieldwork for pop up)	Pop Up Project Progress 4 Potential Solutions Due: 11.55 p.m. Wed 2019/11/20
Week 10 11/14 (Thur)	Session 20: POP UP SOLUTION Potential solutions	
Week 11 11/19 (Tue)	Session 21: POP UP MILESTONE 2 (share: progress 3 and 4) Refining the solution	Pop Up Project Solution refining
Week 11 11/21 (Thur)	Session 22: GUEST SESSION TBC	
Week 12 11/24 (Sun)	Session 23: FIELDTRIP TBC	Pop Up Project Progress 5 1-2 minute trailer/campaign video + A3 poster (please bring your video and poster to the class) Due: before Tue 2019/12/03 class
Week 12 11/26 (Tue)	Session 24: POP UP IMPLEMENTATION (might be set aside for independent teamwork time)	
Week 13 12/03 (Tue)	Session 25: POP UP PITCH Pop Up final design and peer review 5 mins pitch	Pop Up Project Preparation for demo
Week 13 12/05 (Thur)	Session 26: POP UP DEMO	
Week 14 12/10 (Tue)	Session 27: GUEST SESSION TBC	
Week 14 12/12 (Thur)	Session 28: REFLECTION	

COURSE POLICIES

1. Attendance

Attendance in all classes is mandatory. If you are unable to attend a class, please let me know in advance so we can figure out how you can make up what you missed in class. Two unexcused absences will lead to a failing grade. If you are ill and need to miss more than a week of classes, you must speak to the Health & Wellness Office to get an excused absence.

University Policy on Make-up of Absence from Class due to illness:

When students are ill, they are expected to notify professors in advance of class, if at all possible. Students should negotiate with professors the time and place for make-up of assignments, tests and/or examinations missed. In cases where students are seriously ill and will miss more than a week of classes, the Office of Health and Wellness should be contacted so that the student's other professors may be contacted. The Office of Health & Wellness will not verify medical absences of under a week.

2. Submission of Assignment

Assignments are due **at the date and time indicated in the most updated syllabus**.

Extension of submission deadlines can be made only with the prior approval of the instructor. Please respect my time and your colleagues'; plan ahead and submit on time so that we can all progress through this learning experience together.

The late penalty is one third of a letter grade per day. So, an 'A' project that is one day late will be graded an 'A-', two days late a 'B+', three days late a 'B', etc.

3. Academic Integrity

Students should read and adhere to the NYU Shanghai policy on academic integrity as described in the current NYU Shanghai Academic Bulletin. Plagiarism and cheating will be penalized. If you have any questions or doubts about plagiarism, please do not hesitate to contact me. Issues regarding academic integrity and plagiarism will be emphasized in class and if any minor signs of violating academic integrity or committing plagiarism are noted, you will receive an oral warning. Second time violation may lead to an F of the assignment/project. And if the case is thought to be serious by the instructor, it will be reported to the Assistant Dean for Academic Affairs for further investigation.

4. Instructional Technology

Email/NYU Classes Message: You are welcome to contact the instructor via email or NYU Classes messages. Under usual circumstances, issues related to the course or your academic life in general will be responded within 24 hours (and 48 hours if sent during weekends).

Mobile Devices (laptop/tablet/smartphone) Expectations: I welcome and encourage use of mobile devices during class to facilitate reading, discussion and team collaboration and I have confidence in your self-discipline to regulate your use of these devices. It is your responsibility, as a college student, ensure that you are devoted to the course and the team project and not using such devices to surf the Internet or spend time on social media for non-course related

matters. If you have difficulty managing tasks that involve electronic devices, please do not hesitate to talk to me.

5. Professionalism Policy

Promptness, punctual attendance, participation, and responsible behavior will influence the instructor's (and future employers) perception of student professionalism. Active, positive, engaging, participation in class activities is essential. As pre-professionals, you should be at the point in your career where you have learned to ask and answer these questions:

1. How do I know when I know something?
2. What is the evidence and how reliable is it?
3. How are events, theories, models or people connected?
4. What is the cause and effect?
5. What is new and what is old - have I run across this idea before? When, where, what did it mean to me then, and how I can further connect the concept now?
6. So what? Why does it matter? What does it all mean?

RESOURCES

- **Access your course materials:** [NYU Classes](http://www.nyu.edu/its/classes) (www.nyu.edu/its/classes)
- **Obtain 24/7 technology assistance:** [IT Help Desk](http://www.nyu.edu/it/servicedesk) (www.nyu.edu/it/servicedesk)
- **Moses Center Statement of Disability.** If you are student with a disability who is requesting accommodations, please contact New York University's Moses Center for Students with Disabilities (CSD) at 212-998-4980 or mosescsd@nyu.edu. You must be registered with CSD to receive accommodations. Information about the Moses Center can be found at www.nyu.edu/csd.
- **Tutoring and Writing Support.** The Academic Resource Center (ARC) provides tutoring and support to students looking to reach their highest academic potential. Students can schedule a meeting, or drop by, for individual and small group tutoring in over 30 other STEM and Business & Economics courses. The ARC also offers individual writing consultations at any stage of the writing process, as well as academic coaching in areas such as time management, reading and note-taking strategies, and exam preparation. Visit the [online schedule](#) to check availability. Students are also welcome to study on their own in the comfortable, supportive atmosphere of the ARC.
- **Library and Research Services.** The Library is available to support your research needs. They have access to 14,000 print resources, 2,000 DVDs, and 1,000 databases (including over a million ebooks, streaming audio and video and image databases). Librarians with expertise in Business, Economics, Humanities, Science (STEM), and Social Sciences are available in-person and online to help. Visit the Library on the 4th floor, or go to shanghai.nyu.edu/library to learn more.