



北京大学  
汇丰商学院

Peking University HSBC Business School

## Entrepreneurs and Enterprises (in Chinese) 3<sup>rd</sup> and 4<sup>th</sup> module, counted as 4<sup>th</sup> module course

### Course Information

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Office Hour: by work-in

**Teaching Assistant:**

Phone: pending

Email: pending

**Classes:**

Lectures: Day, Time: Tuesdays 7-10pm

Venue: PHBS Building, Room 501

**Course Website:**

If any.

## 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。授课时间为一个学期（包括两个模块），3 学分。

秉承北京大学汇丰商学院培训未来社会事业和企业领袖的目标，课程邀请 10-12 名著名企业家和企业经营领袖担任授课教师，向学生传授企业创业与经营的先进理念，讲述创造社会价值和实现人生理想的心路历程，帮助学生了解企业的创建与发展，学习企业家的精神与才能，树立正确的职业理念与人生价值，为未来发展奠定基础。

受邀授课的企业家可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。

Prerequisites: none

## **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**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	
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.	
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	
	3.2. Our students will practice ethics in the duration of the program.	
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	
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.	
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	
	5.3. Our students will demonstrate competency in critical thinking.	

### **2.2 Course specific objectives**

### **2.3 Assessment/Grading Details**

选课学生的成绩由三部分组成：出席情况（20%），个人作业（60%），小组讨论（20%）

出席情况：选课学生必须准时参加每一次授课，缺席一次扣除成绩的5%，三次（含）以上缺席的其出席分数为0。迟到半小时（含）以上视为缺席。如有特殊原因请提前与课程主持人或助教联系。

个人作业：选课学生必须以授课的内容为基础撰写 6 份案例报告。选题和内容由个人思考决定，可涵盖该企业的经营战略、商业模式、组织设计、管理手段、企业家成长历程、企业家成功要素、领导力、企业成长的制度环境、企业竞争的市场环境等方面，但每一篇报告只需就一个具体的问题，或者自己感触最深、最受启发的角度展开讨论。涉及采用他人研究成果与资料的，要规范引用，不得抄袭。报告字数不限，但一般不超过 5000 字。

小组讨论：学期中将围绕企业家的授课内容组织 2-3 次小组讨论。学生的发言记录作为考核的一部分。

本课程希望学生认真听讲，深入思考，踊跃提问，积极参与。课堂表现是考核的重要组成部分。

## **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**

## **4. Miscellaneous**