

# University of Michigan-Shanghai Jiao-Tong University



## Vx402: Managing a Business (商业管理)

### Course Syllabus

#### A. Course Description

This is a 2 credit core course for the Minor in Entrepreneurship. We're going to learn business by managing a business. With *Intro to Business: A Primer*, in conjunction with the e-textbook, we take a practical approach. The approach makes sense for two reasons. First, business itself is practical. If there were a single true theory of business success, then every person who started a business and followed the theory would be able to create a profitable and sustainable enterprise. Unfortunately, it's not that simple. The course covers the opportunity to understand all the essential managerial functions including marketing, production, human resources and finance, and to experience the interactions and interrelationships that businesses engage in – internally and externally – to succeed. In addition to this practical approach with Capsimcore (that also supports simulations that can be undertaken by students later), the course uses a free textbook Donald J McCubbrey, Business Fundamentals. The Global Text Project is funded by the Jacobs Foundation, Zurich, Switzerland eBook (PDF).

#### A. Course Length, Lecture Schedule & Office Hours

- Course Length: **8 weeks/ (3-hr lecture+ workshop every week, see F for detailed schedules)**
- Classroom:
- Lecture Schedule
  - Tuesday @ 4:00pm-5:40pm
  - Thursday @ 4:00pm-5:40pm
- Office Hours
  - Wednesday @ 1pm-2pm (Appointment needed), Room409B

#### B. References

- Donald J McCubbrey, Business Fundamentals, The Global Text Project is funded by the Jacobs Foundation, Zurich, Switzerland eBook (PDF), 335 Pages, [https://textbookequity.org/Textbooks/McCubbrey\\_BusinessFundamentals.pdf](https://textbookequity.org/Textbooks/McCubbrey_BusinessFundamentals.pdf), accessed Jan 2017
- Wendy Guest (Ed), Intro to Business: A Primer, Companion text to CapsimCore™ Business Simulation, Edition 1, <https://wwwcreatespace.com/6443056>, Capsim Management Simulations, Inc. (2016), ISBN-13: 978-1535444415
- Gregory Dess, Alan Eisner, G.T. Lumpkin, Gerry Mcnamara, "Strategic Management: Creating Competitive Advantages", Chapter 12, McGraw Hill Education-Europe 2012, [ISBN 9780071317689]

- Joanna Barsh, Marla M. Capozzi, and Jonathan Davidson, “Leadership and Innovation”, McKinsey Quarterly, , Jan2008
- Gareth Jones, “Organizational Theory, Design and Change”, Chapter 13, Person Education, 2012, [ISBN:9780273765608]
- *Recommended readings to be provided at the course web site on weekly basis, students should check regularly*

### C. Credit & Instructors

- ₹ Number of Credits: 2
- ₹ Maximum (cap): 35 students
- ₹ Consultant: Jerry Zhu , Email: [jerry.zyn@gmail.com](mailto:jerry.zyn@gmail.com)
- ₹ Instructor: Dr. Pradeep RAY, Email: [pradeep.ray@sjtu.edu.cn](mailto:pradeep.ray@sjtu.edu.cn)

Dr. Pradeep Ray is Shanghai 1000-Talent Distinguished Professor & Director of Centre For Entrepreneurship (CFE) at University of Michigan—Shanghai Jiao Tong University Joint Institute (JI). He is currently working on Entrepreneurship in mHealth (healthcare using mobile phones and devices) to address global problems. He is the founder of WHO Collaborating Centre on eHealth at the University of New South Wales (UNSW)-Australia where he taught for nearly 17 years in the Business School before joining JI. He has been working on multi-disciplinary research involving IT, business and healthcare. He is also an IEEE Distinguished Lecturer for the Society for Social Implications of Technology. He led social entrepreneurship research as the founder of Yunus Social Business Centre at UNSW, Australia.

In lieu of a TA, in VX420, the instructor will be supported by an experienced young entrepreneur Mr. Jerry Zhu (Consultant in the JI CFE), who has direct experience with various aspects of entrepreneurship in the context of both China and international markets. He will provide a tutorial on how to read and analyse business data. Students will have the opportunity to present their business analysis using these skills.

### D. Methods of Instruction & Communication

- ₹ Lectures
  - Instructor’s lecture
  - Guest lectures
  - Workshops
- ₹ 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 the instructor*

## E. Learning Objectives

Upon successful completion of the course, students will be able to

- Define what a business represents and why businesses exist.
- Define business concepts including products, services, profits, and stakeholders.
- Discuss the role of management in business success.
- Describe the major functions of business (marketing, operations, accounting and finance etc.).
- Differentiate between internal and external stakeholders.

## F. Session Plan

Each Session=90-minute contact, 2 sessions per week organized into a lecture and workshop each week. Workshops will involve individual or group student presentations. Some weeks both sessions may have only lectures and some weeks may have both sessions as workshops.

The activities of the weeks will be as follows:

### • Introduction-Week 1

- Lecture: Overview and Syllabus, Introductory Lecture
- Workshop: Workshop overview, Topic Selection for Individual Projects Start, Lecture on Marketing

### • Week 2

- Lecture: Marketing and Strategy
- Workshop: Case Studies (Guest Lecture)

### • Week 3

- Lecture: Operations Management (Production): how does a business create goods and services to sell?
- Workshop: Individual Project Topic Due, Operations Management (Project management)

### • Week 4

- Lecture: Lecture on on Operations (Service Management)
- Workshop: Lecture on Accounting and Finance Management

### • Weeks 5 &6

- Lecture: Workshops on understanding of business Analytics (by Jerry Zhu)
- Workshop: Student Presentations of Business Analytics

### • Week 7

- Lecture 7: Human Resource Management
- Workshop 7: Discussions on the Individual Project (Selling and Presentation)

### • Week 8

- Student Presentations

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

## **G. Grade Structure**

- INDIVIDUAL Score: 100 points
  - Wk 6 Analysis Presentation (weeks 5&6): 20 points
  - Project Report (due in week 8): 50 points
  - Project Presentation (week 8): 20 points
  - Participation: 10 points

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

## **G. 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.

## **H. Additional Classroom Info**

Additional information will be posted and updated on Canvas.

The syllabus will be updated on the regular basis.



