XJTLU Entrepreneur College (Taicang)

Entrepreneurship & Enterprise Hub

MODULE HANDBOOK

ENT302TC

Cutting-edge Practice in

Innovation and Entrepreneurship

Module Leader: Dr. Tong He (Sophie)

Block 2, Semester 1

2024-2025

SECTION A: Basic Information

❑ **Brief Introduction to the Module**

This module is designed to introduce current issues and challenges that are related to and concern within entrepreneurship, small business, or sustainability-led innovation, stimulating students to take the project to a proof-of-concept stage through developmental iterations, testing their proposal initiative, product, or services in live contexts and assessing the value created for a range of stakeholders. In doing this, students critically interrogate the outcomes of the project and outline ideas for future development, including strategies for making their initiative sustainable.

❑ **Key Module Information**

Module name: Cutting-edge Practice in Innovation and Entrepreneurship

Module code: ENT302TC

Credit value: 5

Semester in which the module is taught: Block 2, Semester 1

Pre-requisites needed for the module: N.A.

Programmes on which the module is shared:
BEng Data Science and Big Data Technology with Contemporary Entrepreneurialism
BEng Microelectronic Science and Engineering with Contemporary Entrepreneurialism
B.A. Arts, Technology and Entertainment with Contemporary Entrepreneurialism
BSc Intelligent Supply Chain with Contemporary Entrepreneurialism
BEng Intelligent Manufacturing Engineering with Contemporary Entrepreneurialism
BEng Internet of Things Engineering with Contemporary Entrepreneurialism
BEng Intelligent Robotics Engineering with Contemporary Entrepreneurialism

❑ **Delivery Schedule**

Lectures:
Please refer to your lecture group's specific timetabling information on e-bridge as ENT302TC has in total two lecture groups
Venue: AB 2002 (Taicang Campus)
Week 7, Lecture-D1/1, 1:00-3:00 PM; Lecture-D1/2 (repeated), 3:00-5:00 PM
Week 7, Lecture-D2/1, 10:00-12:00 PM; Lecture-D2/2 (repeated), 2:00-4:00 PM

Seminars:
Please refer to your lecture group's specific timetabling information on e-bridge as ENT302TC has in total two seminar groups
Venue: AB 2003 (Taicang Campus)
Week 8-12, Seminar-D1/2: 9:00-12:00; Seminar-D1/1 (repeated): 2:00-5:00 PM

Labs:

Please refer to your lab group's specific timetabling information on LMO as ENT302TC has in total two lab groups.

Week 7-13, Lab D1/1 9:00-12:00; Lab D1/2 13:00-16:00

Venue: C-2012 SynteX Studio (Taicang Campus)

Each student is expected to bring their personal laptops to attend the lab class.

❑ **Module Leader and Contact Details**

<u>Name</u>: Dr. Tong He (Sophie)

<u>Brief Biography</u>: https://scholar.xjtlu.edu.cn/en/persons/TongHe

<u>Email address</u>: tong.he@xjtlu.edu.cn

<u>Office room number</u>: E-5072 (TC Campus)

<u>Office Hours</u>: 16:00-18:00, Wednesday (by email appointment)

❑ **Additional Teaching Staff and Contact Details**

<u>Name</u>: Dr. Bogdan Marculescu

<u>Brief Biography</u>: https://scholar.xjtlu.edu.cn/en/persons/BogdanMarculescu

<u>Email address</u>: bogdan.marculescu@xjtlu.edu.cn

<u>Office room number</u>: E-5070 (TC-Campus)

<u>Office Hours:</u> 12:00-14:00, Tuesday (by email appointment)

<u>Name</u>: Dr. Jiyao Xun

<u>Brief Biography</u>: https://scholar.xjtlu.edu.cn/en/persons/JiyaoXun

<u>Email address</u>: Jiyao.Xun@xjtlu.edu.cn

<u>Office room number</u>: E-5007 (TC-Campus)

<u>Office Hours:</u> 10.30-2 pm on Tuesday and Wednesday

<u>Name</u>: Dr. Christopher Williams

<u>Brief Biography</u>: https://scholar.xjtlu.edu.cn/en/persons/ChristopherWilliams

<u>Email address</u>: Christopher.Willaims@xjltu.edu.cn

<u>Office room number</u>: E-5021(TC-Campus)

<u>Office Hours:</u> 15:00-17:00, Tuesday (by email appointment)

SECTION B: What You Can Expect from the Module

❑ **Educational Aims of the Module**

The module is designed to introduce current issues and challenges that are related to and concerns within entrepreneurship, small business, or sustainability-led innovation; stimulating students to take the project to a proof-of-concept stage through developmental iterations, test their proposal initiative, product, or services in live contexts and assess the value created for a range of stakeholders. In doing this, students critically interrogate the outcomes of the project and outline ideas for future development, including strategies for making their initiative sustainable.

❑ **Learning Outcomes**

A. Develop models and prototype using appropriate digital techniques, tools, and technologies.

B. Integrate findings from research and problem; stakeholder; data analysis in creative and useful ways to generate technological ideas.

C. Critically explore and articulate the transformation required to create and implement innovation, with sensitivity to the creative destruction that this requires.

D. Develop a preliminary knowledge of startup a small business

E. Critically examine, test, appreciate and articulate the speculative or actual value of technological outcomes for different stakeholders, whether at a societal, organizational, community or individual level.

❑ **Assessment Details**

Sequence	Method	Assessment Type (EXAM or C.W.)[1]	Learning Outcomes Assessed *(use codes under Learning Outcomes)*	Duration[2]	Week[3]	% of Final Mark	Resit (Y/N/S)[4]
001	Case study	CW	A, B, C, D, E			100	**N**

Resit Assessment[5:] **Please note that there is no resit opportunity for this module.**

A detailed assessment brief on LMO outlines specific requirements for each assessment task. Please ensure you read it carefully **before** you undertake the assessment task.

Assessment Information:	ENT302TC employs a case study-based assignment approach, emphasizing authenticity to provide students with a glimpse into real-world scenarios they are likely to encounter post-graduation. The case study depicts real-life situations in which problems need to be solved. This method of instruction focuses on nurturing essential skills such as communication, teamwork, decision-making, and problem-solving – competencies frequently applied in project-based learning. Students enrolled in ENT302TC will collaboratively assemble teams of 7-8 members. Each group will engage with the case scenario below, along with a 21-hour business simulation lab, tasked with comprehensive exploration and resolution as outlined in the assignment.
	This assessment is designed to encourage collaboration among Year 4 students with diverse technological expertise, enabling them to transform their Final Year Projects (FYP) into a commercially viable entrepreneurial venture. Working in teams of 7-8, students will leverage the knowledge and skills gained from their FYPs in their respective schools, combining them into a unified entrepreneurial project. The aim is to foster cross-disciplinary innovation and enhance students' ability to work collaboratively on complex problems, simulating real-world

	entrepreneurial practices. For specific tasks description, please refer to Assessment Brief on LMO.
Type:	A market research report that includes protype design, individual research findings, andindividual reflection on the lab simulation
Groupwork:	Work in Group, but individually assessed
Weight	100%
Length:	The whole report should be no more than 1500 words (this word count does not include appendixes and references).
Due Date:	December 13th (Friday) at 17:00 PM (Beijing Standard Time), 2024 Failure to submit on LMO will result in failing this class. Pleasenote Draft version on the LMO will not be accepted.
Assessment Criteria	**Please refer to Assessment Brief on LMO for detailed assessment criteria.**
Further information:	Please note that there is no resit opportunity for this Year 4 ENT module.

❑ **Methods of Learning and Teaching**

The teaching philosophy of the module follows the philosophy of Syntegrative Education very much. This has meant that the teaching delivery pattern, which follows more intensive block teaching, allows more meaningful contributions from industry partners. This philosophy is carried through also in terms of assessment, with the reduction in the use of exams and an increase in coursework, especially problem-based assessments that are project-focused. The delivery pattern provides space in the semester for students to concentrate on completing the assessments. The learning strategy that underpins the above learning outcomes is founded on pedagogical principles that promote the integration of theory and practice, the importance of critical thinking, prudence and practical judgment, and effective and efficient action. Various teaching and learning techniques will be employed in the course delivery, including business stimulation, intensive tuition, and case analysis. A combination of lectures, seminars, labs, videos, group discussions, group work, and activities will be used in teaching methodologies. A combination of inquiry-based Learning, research-based Learning, self-directed Learning, flipped classroom, active learning, and applied learning will be used in teaching pedagogies.

❑ Syllabus and Teaching Plan

Week	Class	Date	Time	Topic/Theme	Instructor	Venue
Week 7	Lecture 1	October 28th	Monday 13:00-15:00 (D1/1)	Module Introduction	Sophie	TC-AB-2003
			Monday (repeated) 15:00-17:00 (D1/2)		Sophie	
	Lecture 2	October 29th	Tuesday 10:00-12:00 (D2/1)	Find Your Business Partners (FYP Sharing Session)	Sophie	TC-AB-2003
			Tuesday (repeated) 14:00-16:00 (D2/2)		Sophie	
	Lab 1	October 30th	Wednesday 9:00-12:00 (D1/1)	Launch the Start-up: Business Simulation Round 1-2	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 8	Seminar 1	November 4th	Monday 9:00-12:00 (D1/1)	Empathy Map and Design Thinking	Bogdan	TC-AB-2003
			Monday (repeated) 14:00-17:00 (D1/2)		Bogdan	
	Seminar 2	November 5th	Tuesday 9:00-12:00 (D1/1)	Prototyping and Design Thinking	Bogdan	TC-AB-2003
			Tuesday (repeated) 14:00-17:00 (D1/2)		Bogdan	
	Lab 2	November 6th	Wednesday 9:00-12:00 (D1/1)	Identify Your Resources: Business Simulation Round 3-4	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 9	Seminar 3	November 11th	Monday 9:00-12:00 (D1/1)	Prototyping and Inclusive Design	Sophie	TC-AB-2003

		Monday (repeated) 14:00-17:00 (D1/2)		Sophie	
	Seminar 4	November 12th	Tuesday 9:00-12:00 (D1/1)	User Research: Qualitative Research Methods	Sophie	TC-AB-2003
			Tuesday (repeated) 14:00-17:00 (D1/2)		Sophie	
	Lab 3	November 13th	Wednesday 9:00-12:00 (D1/1)	Develop Marketing Strategies: Business Simulation Round 5-6	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 10	Seminar 5	November 18th	Monday 9:00-12:00 (D1/1)	User Research: Quantitative Research Methods I	Jiyao	TC-AB-2003
			Monday (repeated) 14:00-17:00 (D1/2)		Jiyao	
	Seminar 6	November 19th	Tuesday 9:00-12:00 (D1/1)	User Research: Quantitative Research Methods II	Jiyao	TC-AB-2003
			Tuesday (repeated) 14:00-17:00 (D1/2)		Jiyao	
	Lab 4	November 20th	Wednesday 9:00-12:00 (D1/1)	Identify Your Competitive Advantage: Business Simulation Round7-8	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 11	Seminar 7	November 25th	Monday 9:00-12:00 (D1/1)	Exploring Industry Research Through Real-World Case Studies	Industry Guest Speaker	TC-AB-2003
			Monday (repeated) 14:00-17:00 (D1/2)			
	Seminar 8	November 26th	Tuesday 9:00-12:00 (D1/1)	Demystifying Startup Valuation: Understanding	Industry Guest Speaker	TC-AB-2003

		Tuesday (repeated) 14:00-17:00 (D1/2)	Investment Strategies		
	Lab 5	November 27th	Wednesday 9:00-12:00 (D1/1)	Grow Your Business: Business Simulation Round 9-10	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 12	Seminar 9	December 2nd	Monday 9:00-12:00 (D1/1)	The legal and CSR Concerns of your Prototype	Christopher	**TC-AB-2003**
			Monday (repeated) 14:00-17:00 (D1/2)		Christopher	
	Seminar 10	December 3rd	Tuesday 9:00-12:00 (D1/1)	Module Revision (Coursework Q&A)	Sophie	**TC-AB-2003**
			Tuesday (repeated) 14:00-17:00 (D1/2)		Sophie	
	Lab 6	December 4th	Wednesday 9:00-12:00 (D1/1)	Strategic Planning and Changes: Business Simulation Round 11	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 13:00-16:00 (D1/2)		Jiyao, Bogdan	
Week 13	Lab 7	December 11th	Wednesday 9:00-12:00 (D1/1)	Financial Performance: Business Simulation Round 12	Sophie, Christopher	C-2012 SynteX Studio
			Wednesday 9:00-12:00 (D1/2)		Jiyao, Bogdan	

❑ **Reading Materials**

Reference textbook:

Title	Author	ISBN/Publisher/DOI
Meeting Market's Expectations: The Importance of Early Prototyping and Validation (eBook)	Kirk & Zollo (2021)	Emerald Publishing Limited doi:10.1108/978-1-80117-318-620211004
Engineering Innovation : From Idea to Market Through Concepts and Case Studies	Legum, Stiles & Vondran (2019)	ISBN 978-3-11-052101-6 e-ISBN (PDF) 978-3-11-052190-0
Product Design and Development/ 7th ed.	Ulrich et al. (2020)	9781260043655 / McGraw-Hill
Observing the User Experience : A Practitioner's Guide to User Research	Kuniavsky (2003)	eBook Collection (EBSCOhost)
Designing and Conducting Survey Research: A Comprehensive Guide, 4th Edition	Rea, & Parker (2014)	9780787975463/Wiley

SECTION C: Additional Information

❑ **Student Feedback**

The University is committed to receiving and responding to student feedback in order to improve the quality of the student experience within the institution. It is University policy that the preferred way of doing this is by using the Online Student Module Feedback Questionnaire Survey. Students are encouraged to complete the questionnaire survey for this module at the end of the semester.

You are strongly advised to read the policies mentioned below very carefully, because this will help you perform better in your academic studies. You can find all the policies and regulations related to your academic study on the e-Bridge → 'Quick Reference' → 'Policies and Regulations' page. E-Bridge can be accessed from here and at https://ebridge.xjtlu.edu.cn.

❑ **Attendance**

The University expects students to attend all timetabled learning sessions associated with this module, and to engage with the relevant learning and support resources. Student attendance will be recorded using the Attendance Management System (AMS). Please follow your teacher's instructions for recording your

attendance at each session. Students are responsible for managing their attendance, and should take prompt action to inform the Module Leader in case circumstances beyond their control affect their class attendance. You are advised to read the University's 'Student Attendance Policy' for more information.

❑ **Rules of Submission for Assessed Coursework**
The University has detailed rules and procedures governing the submission of assessed coursework. You need to be familiar with the rules and procedures as detailed in the University's 'Code of Practice for Assessment'.

❑ **Late Submission of Assessed Coursework**
The University attaches penalties to the late submission of assessed coursework. You need to be familiar with the rules as detailed in the University's 'Code of Practice for Assessment'.

❑ **Mitigating Circumstances**

The University is able to take into account mitigating circumstances, such as illness or personal circumstances, that may have adversely affected student performance on a module. Students who believe that their performance on an examination or item of assessed coursework may have been impaired by illness or other exceptional circumstances should follow the procedures set out in the University's 'Mitigating Circumstances Policy'. Such students are also advised to contact their Development Advisor for further guidance and support.

❑ **Academic Integrity**
Offences of plagiarism, collusion, copying, submission of commissioned or procured work, and/or the falsification and fabrication of data can result in investigations and penalties being imposed. You need to be familiar with the University's 'Academic Integrity Policy'.

❑ **Examination Misconduct**
The University values academic integrity in both coursework submission and examination conduct. Any examination misconduct will not be tolerated and will result in penalties in accordance with University procedures and regulations as detailed in the 'Regulations for the Conduct of Examinations' policy.

❑ **Generative AI**
The use of Generative AI for content generation is not permitted on all assessed coursework in this module. For more information and resources on Generative AI and your learning and assessment, please consult the 'XJTLU AI for Learning' pages of the Learning Mall Core.

❑ **Learning Mall Core**
Copies of lecture notes and other materials are available electronically through the Learning Mall Core, the University's virtual learning environment, at learningmall@xjtlu.edu.cn.

❑ **Communication**

All official communication concerning module-related matters will be conducted via e-mail and/or as Learning Mall Core announcements. Other modes of electronic communication are treated as informal.

You are advised to contact your Module Leader in the first instance if you experience any issues with your learning on this module. You may also contact your Academic Advisor or Programme Director. Further information on the kinds of support that the University provides to students can be found in the XJTLU Undergraduate Handbook 2024-25.