

Course Form for PKU Summer School International 2018

Course Title	Entrepreneurial China
	创业中国
Teacher	GAO Yan, MA Li
First day of classes	July 16, 2018
Last day of classes	July 27, 2018
Course Credit	3 credits
Course Description	
Objective:	
<p>This course will provide the professional knowledge combining with local experience on entrepreneurial finance and business negotiation. The students will go through the financial issues throughout the life cycle of a startup venture, from the angle of an entrepreneur or a venture capitalist. Students will also learn the knowledge and skills related to entrepreneurial negotiation, from the fundamental concepts to investment negotiation and specific Chinese business behaviors relevant to negotiation.</p>	
Pre-requisites /Target audience	
Basic corporate finance/ master or undergraduate students	
Proceeding of the Course	
<p>The course is consisted of two parts: entrepreneurial finance, and negotiating for entrepreneurship. The curriculum of entrepreneurial finance will try to strike a balance among theoretic foundation, practicality, and China characteristics. Therefore the format of the course will combine classroom lecture, guest speaker, and site visits. Classroom lecture is case based. Before-class preparation and in-class participation are highly expected. Practitioners (startup founder, venture capitalist, lawyer, etc.) will be invited to class to share real life experience. Site visits will help students understand unique entrepreneurship ecosystem in China. Host sites include Innovation Works, Plug and Play China (from the US), Infinite Venture Capital (from Israel), etc. And the curriculum of negotiating for entrepreneurship will</p>	
Assignments (essay or other forms)	
Harvard Business School Cases	
Evaluation Details	

<p>The course and evaluation will be conducted in two parts – Business negotiation, and Entrepreneurial Finance.</p> <p>Class participation, teamwork 25%</p> <p>Group case project 40%</p> <p>Final presentation or Exam 35%</p>	
<p>Text Books and Reading Materials</p> <p>No Textbooks. Reading materials will be distributed</p>	
<p>Academic Integrity (If necessary)</p>	
<p style="text-align: center;">CLASS SCHEDULE (Subject to adjustment)</p>	
Session 1: <i>Setting the negotiation table</i>	Date:
<p>【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)</p> <p>This session introduces the fundamental Chinese behaviors in business that are relevant to negotiations. Based on academic research, the Chinese behaviors are summarized in a few key points. These points will be revealed to students through two interactive exercises, “Crocodile Construction” and “hard choices”.</p>	
<p>【Questions】</p> <p>If you are about to negotiation with a Chinese, what kind of behaviors do you expect from the Chinese that you assume to be different from a counterpart from your group/country?</p>	
<p>【Readings, Websites or Video Clips】</p> <p>No prior reading required. Two video clips will be used in class (one on general topic about China, and the other on communication).</p>	
<p>【Assignments for this session (if any)】</p> <p>None.</p>	
Session 2: <i>Fundamentals to negotiation: Finding a job</i>	Date:
<p>【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)</p> <p>This session introduces the fundamental concepts and skills to negotiation. A case called “Finding a job” will be used for simulation, i.e., a two-party negotiation. In case of an odd number of students in class, the TA will act as a backup. The simulation can reveal how well each participant performs, and their experience will become fodder for subsequent discussion and lecture.</p>	

【Questions】

When you look for a job, what aspects do you value the most out of the job? What do you think you can offer to your employer (better than other candidates)?

On the other side, when you are a manager recruiting an employee, what aspects do you think you are willing to offer to your employee? What do you expect from your potential employee?

【Readings, Websites or Video Clips】

No prior reading required. Two video clips will be used in class.

【Assignments for this session (if any)】

None

Session 3: *Investment Negotiation Simulation*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

This session uses a case simulation to highlight the most important aspects of entrepreneurship: finding more investors. The students will play the roles of an investor and an entrepreneur. Their performance and experience will feed the discussion and lecture. This case involves more advanced techniques of negotiation.

【Questions】

What do you think are the keys for successful investment negotiations? Can you find some cases to illustrate your points?

【Readings, Websites or Video Clips】

None

【Assignments for this session (if any)】

None

Session 4: *Chinese outbound M&A negotiators*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

This session discusses the cases of numerous Chinese companies going global to invest through mergers and acquisitions. A framework will be offered to understand Chinese investors going global.

【Questions】

Numerous Chinese companies are going global to invest through mergers and acquisitions. Throughout so many cases, what lessons can we learn from the outside perspective? What recommendations you can offer to the foreign companies?

【Readings, Websites or Video Clips】 None	
【Assignments for this session (if any)】 None	
Session 5: <i>Course Introduction</i>	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Entrepreneur Financing Choice	
【Questions】	
【Readings, Websites or Video Clips】	
【Assignments for this session (if any)】 PunchTab	
Session 6: <i>VC introduction</i>	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) VC Investment Decision	
【Questions】	
【Readings, Websites or Video Clips】	
【Assignments for this session (if any)】 Walnut(A)(B)(C)	
Session 7: <i>VC Valuation</i>	Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

PunchTab Discussion

【Questions】

【Readings, Websites or Video Clips】

【Assignments for this session (if any)】

Session 8: *Investment Contract*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Walnut (A)(B)(C) Discussion

【Questions】

【Readings, Websites or Video Clips】

【Assignments for this session (if any)】

Walnut(D)

Session 9: *Company Visit: Innovation Work*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Company Site Visit

【Questions】

【Readings, Websites or Video Clips】	
【Assignments for this session (if any)】	
Session 10: <i>Entrepreneur Exit</i>	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) <i>Walnut (D) Discussion</i>	
【Questions】	
【Readings, Websites or Video Clips】	
【Assignments for this session (if any)】 RightNow Technologies	
Session 11: <i>Company Visit: Infinity Group</i>	Date:
【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.) Company Site Visit	
【Questions】	
【Readings, Websites or Video Clips】	
【Assignments for this session (if any)】	
Session 12: <i>Corporate Venture</i>	Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

RightNow Technologies Discussion

【Questions】

【Readings, Websites or Video Clips】

【Assignments for this session (if any)】

Session 13: *Company Visit: Pay Egis*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Company Site Visit

【Questions】

【Readings, Websites or Video Clips】

【Assignments for this session (if any)】

Session 14: *Special Issues on China Innovation & Entrepreneurship*

Date:

【Description of the Session】 (purpose, requirements, class and presentations scheduling, etc.)

Class Presentation

Class Conclusion

【Questions】

【Readings, Websites or Video Clips】
【Assignments for this session (if any)】