

# CET Syllabus of Record



**Program:** Pre-College at CET Beijing: Chinese Technology and Entrepreneurship

**Course Title:** Introduction to Chinese Technology and Entrepreneurship

**Course Code:** EAST 125

**Total Hours:** 45

**Recommended Credits:** 3

**Primary Discipline/Suggested Cross Listings:** East Asian Studies / Business, Entrepreneurship

**Language of Instruction:** English

**Prerequisites/Requirements:** None

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## Description

This introductory course provides an overview of the growing Chinese tech sector and the role entrepreneurship plays in its continuing expansion. The primary emphasis is on digital technology, key players in the industry, and innovation and entrepreneurship in the Chinese context. Topics covered include the emergence and recent development of the Chinese tech sector; the rise of Zhongguan Cun, the Beijing center of tech entrepreneurship and innovation; international presence in China's tech industry; and the role of technology in China's economic future. Classroom study is complemented by guest speakers, visits, and onsite sessions at locations throughout the city.

## Objectives

In this course, students gain:

- A basic understanding of China's technological development in the 21<sup>st</sup> century
- Familiarity with the main companies and key figures driving Chinese technology innovation
- Increased appreciation for the contributions of Chinese entrepreneurs to economic growth and success in Beijing
- Facility with primary Chinese technology platforms
- Improved ability to critically analyze Chinese and foreign media coverage of technology developments in China and in a global context
- Understanding of the entrepreneurship process and cycle
- Insight into entrepreneurship in the Chinese context, with a focus on Beijing and Hangzhou

## Course Requirements

Students must complete reading assignments before each class and come prepared to participate actively in class discussions. Readings average 15 to 20 pages per class session. Attendance is required for all classes and off-campus lectures and site visits. Written assignments must be turned in on time, and include:

- One-page response/reflection paper for three of the site visits

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- Maintaining a technology and entrepreneurship journal for ongoing observations
- Leadership of an in-class discussion of a current event article or other reading
- An 8-10 page profile and analysis of a technology company, entrepreneurial venture, or key figure/event related to the course content, accompanied by 10-minute class presentation. The analysis must be informed and supported by class readings and outside material.

### Methods of Evaluation

Students are evaluated in a variety of ways. The final grade is determined as follows:

- Reflection papers (3) 30%
- Leading in-class discussion 10%
- Tech/entrepreneurship journal 20%
- Written profile 20%
- Class presentation of profile 10%
- Class participation 10%

### Primary Texts

Dong, X., et al. *Zhongguancun Model: Driving the Dual Engines of Science & Technology and Capital*. Springer, 2019.

Atherton, Andrew, and Alex Newman. *Entrepreneurship in China: The Emergence of the Private Sector*. Routledge, 2018.

DeLisle, Jacques, et al. *The Internet, Social Media, and a Changing China*. University of Pennsylvania Press, 2016.

Tse, Edward. *China's Disruptors: How Alibaba, Xiaomi, Tencent, and Other Companies Are Changing the Rules of Business*. Portfolio, 2015.

### Supplementary Texts/Articles

<https://www.nytimes.com/2016/09/04/business/international/venture-communism-how-china-is-building-a-start-up-boom.html>

<http://www.scmp.com/comment/insight-opinion/article/2095771/chinas-hi-tech-economy-taking-shape-thanks-its-entrepreneurs>

<https://www.forbes.com/sites/chynes/2017/11/02/has-beijing-unseated-silicon-valley-as-the-worlds-top-tech-hub-one-report-says-yes/#3c8f28387acf>

[http://www.chinadaily.com.cn/m/beijing/zhongguancun/2017-12/12/content\\_35280468.htm](http://www.chinadaily.com.cn/m/beijing/zhongguancun/2017-12/12/content_35280468.htm)

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[https://www.huffingtonpost.com/steve-blank/zhongguancun-beijing\\_b\\_3084687.html](https://www.huffingtonpost.com/steve-blank/zhongguancun-beijing_b_3084687.html)

<https://www.bloomberg.com/news/articles/2017-12-13/google-to-open-beijing-ai-center-in-latest-expansion-in-china>

[https://kisslibrary.com/book/616D0E2C9FAB21FCD67E?utm\\_source=n3-rdl2-ac-0721\\_3-4&utm\\_medium=banner&utm\\_campaign=newtraf&search=Stories+Of+Innovation%3A+Zhongguancun+Science+Park+%28Book+Series+Of+China%E2%80%99s+National+Conditions%29+%28English+Edition%29&x=11100445](https://kisslibrary.com/book/616D0E2C9FAB21FCD67E?utm_source=n3-rdl2-ac-0721_3-4&utm_medium=banner&utm_campaign=newtraf&search=Stories+Of+Innovation%3A+Zhongguancun+Science+Park+%28Book+Series+Of+China%E2%80%99s+National+Conditions%29+%28English+Edition%29&x=11100445)

<https://www.reuters.com/article/china-economy-hangzhou/hangzhou-shows-the-way-to-chinas-new-economy-idUSL3N0Y360G20150520>

<https://www.economist.com/news/special-report/21663324-technology-offering-chinese-business-cornucopia-new-opportunities-its-all-go>

<http://www.g20.utoronto.ca/2016/160905-blueprint.html>

[https://gupea.ub.gu.se/bitstream/2077/39812/1/gupea\\_2077\\_39812\\_1.pdf](https://gupea.ub.gu.se/bitstream/2077/39812/1/gupea_2077_39812_1.pdf)

<https://www.cfr.org/blog/make-chinas-female-entrepreneurs-count-lets-go-beyond-just-counting-them>

<https://www.investopedia.com/articles/personal-finance/020415/top-10-chinese-entrepreneurs.asp>

<https://www.alphagamma.eu/entrepreneurship/entrepreneurship-trends-2017/>

[http://www.worldscientific.com/doi/suppl/10.1142/7859/suppl\\_file/7859\\_chap01.pdf](http://www.worldscientific.com/doi/suppl/10.1142/7859/suppl_file/7859_chap01.pdf)

<https://www.accenture.com/no-en/insight-how-the-internet-of-things-can-drive-growth-in-china-industries>

[http://www.chinadaily.com.cn/china/2017-09/11/content\\_31833613.htm](http://www.chinadaily.com.cn/china/2017-09/11/content_31833613.htm)

### Outline of Course Content

Each topic consists of one or two class sessions.

1. The Internet in China and Chinese Social Media, Web Applications, and Gaming
  - a. WeChat
  - b. Weibo
  - c. Alibaba

## **CET Syllabus of Record**

2. History and Development of the Tech Sector in China
3. Introduction to Beijing/Zhongguan Cun as Technology and Innovation Hubs
4. Concepts of Entrepreneurship
5. Entrepreneurship in the Chinese Context
  - a. Cultural Implications
  - b. Communism and Private Enterprise
  - c. Innovation Culture
  - d. China's Entrepreneurial Landscape
6. Tech Entrepreneurship in Zhongguan Cun
  - a. Chinese incubators and startups
  - b. Connections with higher education
  - c. Government support and policies
7. International Tech Company Expansion in Beijing
8. Hangzhou as a Technology Center
9. Robotics and Artificial Intelligence
10. Youth, Women, and Diversity in Entrepreneurship and Technology
11. Case Studies of Tech Entrepreneurs and Companies
12. Current Developments in Chinese Technology, Entrepreneurship, and the Economy
  - a. Internet Plus Strategy
  - b. Internet of Things
  - c. Made in China 2025
- 13. The Future of Chinese Innovation and the Sharing Economy**