东北大学秦皇岛分校本科课程教学大纲

一、课程基本信息

<table>
<tr><td>开课单位</td><td colspan="3">计算机与通信工程学院</td><td>课程代码</td><td colspan="5">3100013006</td></tr>
<tr><td>中文名称</td><td colspan="8">创新创业设计基础</td></tr>
<tr><td>英文名称</td><td colspan="8">Engineering Projects & Entrepreneurship Fundamentals</td></tr>
<tr><td>总学时</td><td>64</td><td rowspan="2">理论学时</td><td rowspan="2">56</td><td rowspan="2">实验学时</td><td rowspan="2">0</td><td rowspan="2">上机学时</td><td rowspan="2">0</td><td rowspan="2">设计学时</td><td rowspan="2">0</td><td rowspan="2">课外学时</td><td rowspan="2">8</td></tr>
<tr><td>学　分</td><td>4</td></tr>
<tr><td>课程类型</td><td colspan="8">☑理论课程　☐理论（含实验）课程　☐实践类课程</td></tr>
<tr><td>课程类别</td><td colspan="8">☐通识类　☐学科基础类　☑专业方向类　☐实践类</td></tr>
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<tr><td>考核方式</td><td colspan="3">☐考试 ☑考查</td><td>成绩分制</td><td colspan="4">☑百分制 ☐五级制 ☐二级制</td></tr>
<tr><td>使用教材</td><td colspan="8">《新编大学生创新与创业教程》，李家华、刘农责、焦新伟，
南京大学出版社，ISBN9787310056330</td></tr>
<tr><td>参考书及教学资源</td><td colspan="8">学习通课程资源：　https://mooc1.chaoxing.com/subject-ans/ps/222584980</td></tr>
<tr><td>其他说明</td><td colspan="8">无</td></tr>
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二、课程简介

中文描述

工程项目设计、评估与创业能力对于当代大学生十分重要。在当今快速发展的技术时代，工程项目与创业活动已成为推动社会进步与经济增长的关键力量。对于致力于工程技术领域发展的当代大学生而言，深入理解工程项目的设计与开发流程，以及创新创业实践中的核心指导原则与策略布局是不可或缺的技能。

课程汇聚了悉尼科技大学《Engineering Project Appraisal》课程与学校《创业基础》课程的核心知识，致力于为学生构筑坚实的工程项目设计基础、创新方法以及创业理论。课程覆盖了设计思维、创新策略、工程原型开发等内容，深入剖析了需求分析、设计分析与优化、新流程、产品与服务开发等关键技术环节。学生将掌握工程项目规划、设计、实施与管理的全过程，洞悉创新创业活动中的风险与挑战，并学会运用工程工具进行项目仿真与优化。同时，课程还融入了课程思政元素，强调工程师在项目设计与创业活动中应秉持的社会责任与伦理道德，引导学生将个人成长与行业需求、社会发展紧密结合。

本课程注重理论与实践的深度融合，强调行业联系与实际应用。课程设计了一系列丰富的实践项目和作业，使学生能够亲身体验工程项目设计与开发的全过程，从而提升解决实际问题的能力，为后续深造于高级工程技术课程及职业生涯的长远发展奠定坚实基础。通过本课程的系统培养，学生将进一步锤炼问题解决与设计创新的技能，理解工程项目与创业活动在中国与全球的发展趋势，为后续的工程项目实施与创新创业实践奠定坚实基础。

English Description

Project design and entrepreneurial innovation capabilities are crucial for contemporary college students. In today's era of rapid technological development, engineering projects and entrepreneurial activities have become key forces driving social progress and economic growth. For college students dedicated to the field of engineering technology, having a deep understanding of the design and development processes of engineering projects, as well as the core guiding principles and strategic layouts in entrepreneurial innovation practice, are indispensable skills.

This subject integrates the core knowledge of the "Engineering Project Appraisal" course from UTS and the "Foundation of Entrepreneurship" course from NEUQ, aims to build a solid foundation for students in engineering project design and entrepreneurial theory. The subject covers topics such as design thinking, innovation strategies, and engineering prototype development, providing a deep analysis of key technical aspects such as demand analysis, design analysis and optimization, new processes, product and service development. The subject also incorporates ideological and political elements, emphasizing the social responsibility and ethical standards that engineers should uphold, guiding students to closely integrate personal growth with industry needs and social development.

This subject focuses on the deep integration of theory and practice, emphasizing industry connections and practical applications. Through a series of rich practical projects and assignments, students can experience the entire process of engineering project design and development first-hand, thereby enhancing their ability to solve practical problems and laying a solid foundation for further studies in advanced engineering technology subjects and long-term career development. Through the training of this subject, students will further refine their skills in problem-solving and design innovation, understand the trends of engineering projects and entrepreneurial activities in China and globally, and lay a solid foundation for engineering project implementation and entrepreneurial innovation.

三、课程目标

1、知识目标：

1-1. 理解工程项目设计与评估的基本原理和流程，掌握创新方法在工程项目中的应用。

Understand the basic principles and processes of engineering project design & assessment, and grasp the application of innovative methods in engineering projects.

1-2. 掌握创业的基本理论，了解创业活动在社会经济中的作用及其发展趋势；认识工程项目与创业活动中涉及的法律、伦理和社会责任问题。

Master the basic theories of entrepreneurship, understand the role of entrepreneurial activities in social and economic development, and their development trends. Understand the legal, ethical, and social responsibility issues involved in engineering projects and entrepreneurial activities.

1-3. 掌握需求分析、设计分析与优化、新工艺及产品或服务开发等关键技术环节。

Master key technical aspects such as demand analysis, design analysis and optimization, new processes, product and service development.

2、能力目标：

2-1. 能够独立完成创业项目的规划、设计、实施、评估，具备解决实际问题的能力。具备创新思维和创业能力，能够运用所学知识进行创业项目的初步策划和实施。

Be able to independently complete the planning, design, implementation, and assessment of fundamental projects, and possess the ability to solve practical problems. Possess innovative thinking and entrepreneurial abilities and be able to use acquired knowledge for the initial planning and implementation of entrepreneurial projects.

2-2. 熟练使用工程工具进行项目模拟、评估和优化，提高工程项目的效率和质量。

Be proficient in using engineering tools for project simulation, assessment and optimization, enhancing the efficiency and quality of engineering projects.

2-3. 有效沟通和团队协作，能够在多学科环境中进行工程项目和创业活动。

Effectively communicate and collaborate in teams, and be able to engage in engineering projects and entrepreneurial activities in a multidisciplinary environment.

3、德育/素养目标：

3-1. 培养学生的职业道德和社会责任感，使其在工程项目评估和创业活动中遵循伦理标准。增强学生的创新意识和团队合作精神，鼓励在工程项目和创业中追求卓越。

Cultivate students' professional ethics and social responsibility, enabling them to follow ethical standards. Strengthen students' innovative consciousness and teamwork spirit, encouraging them to pursue excellence in engineering projects and entrepreneurship.

3-2. 引导学生树立正确的价值观，将个人成长与行业需求、社会发展紧密结合。

Guide students to establish correct values and closely integrate personal growth with industry needs and social development.

3-3. 培养学生的持续学习和自我提升能力，以适应工程项目和创业领域的快速发展。

Cultivate students' ability for continuous learning and self-improvement, enabling them to adapt to the rapid development in the field of engineering projects and entrepreneurship.

表 1 课程目标与毕业要求的对应关系

毕业要求	指标点	课程目标	关联性（H/M/L）
4、研究：能够基于科学原理并采用科学方法对复杂工程问题进行研究，包括设计实验、分析与解释数	指标点 4-3：能够追踪国际前沿技术动态，掌握本专业涉及的重要技术指标以及达到指标所需的技术途径。	1-1 1-3	H

据、并通过信息综合得到合理有效的结论。		2-1	
6、工程与社会：能够基于本专业相关背景知识和相关法规标准进行合理分析，评价本专业工程实践和复杂工程问题解决方案对社会、健康、安全、法律以及文化的影响，并理解应承担的责任。	指标点 6-1：能够基于本专业相关背景知识进行合理分析，评价通信相关工程实践和复杂工程问题解决方案对社会、健康、安全、法律以及文化的影响；	1-1 1-2 2-1	H
	指标点 6-2：理解本专业工程实践和相关行业工程问题解决方案对社会、健康、安全、法律以及文化应承担的责任。	1-2 1-3 2-2	
7、环境与可持续发展：能够理解和评价针对本专业相关复杂工程问题的工程实践对环境、社会可持续发展的影响。	指标点 7-2：能够正确认识并评价本专业工程实践对环境、社会可持续发展的影响。	1-2 2-1 2-2	H
8、职业规范：具有人文社会科学素养、社会责任感，能够在工程实践中理解并遵守工程职业道德和规范，履行责任。	指标点 8-1：具备健全的人格，坚定的理想信念和社会责任感，科学的世界观、人生观和价值观，良好的人文社会科学素养；	2-3 3-1	M
12、终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。	指标点 12-2：适应本专业相关领域的新技术发展，能够灵活应对新的工作环境并采取合适的方式发展自身能力。	1-3 3-2 3-3	H

四、主要教学内容

（一）理论教学

第 1 章：课程导论 Introduction（支撑课程目标 1-1、1-2、2-1、2-2、3-1、3-2）

【1】知识点：

1-1 设计与创新的基本概念与内涵。

Basic concepts and connotations of design and innovation.

1-2 设计思维与创新方法的重要性。

The importance of design thinking and innovation methods.

1-3 工程项目中的设计原则与流程。

Design principles and processes in engineering projects.

1-4 创新创业的基础知识与能力要求。

Basic knowledge and capability requirements for innovation and entrepreneurship.

【2】学习目标：

2-1 理解设计与创新在工程项目与创业活动中的核心地位。

Understand the position of design & innovation in engineering projects and entrepreneurial activities.

2-2 掌握设计思维的基本框架与创新方法的实际应用。

Master the basic framework of design thinking and practical application of innovation methods.

2-3 掌握工程项目设计的基本原则与流程，提升设计实践能力。

Master the principles & processes of engineering project design and improve design practice abilities.

2-4 培养创新创业意识，掌握创新创业所需的基本素质与能力。

Develop innovation & entrepreneurship awareness and master the required qualities and abilities.

【3】重点内容：

3-1 设计与创新的概念辨析，及其在现代社会中的重要性。

Analysis of the concepts of design and innovation, and their importance in modern society.

3-2 设计思维的核心要素，如用户中心、迭代思维等。

Core elements of design thinking, such as user-centricity, iterative thinking, etc.

3-3 工程项目设计的关键步骤，从需求分析到方案实施。

Key steps in engineering project design, from needs analysis to solution implementation.

3-4 创新创业的基础理论，包括机会识别、资源整合等。

Theories of innovation & entrepreneurship, such as opportunity identification, resource integration.

【4】难点内容：

4-1 将设计思维融入工程项目实践中的策略与方法。

Strategies and methods for integrating design thinking into engineering project practice.

4-2 分析不同创新方法的适用场景与限制条件。

Analyze the applicable scenarios and limitations of different innovation methods.

4-3 探讨工程项目设计中可能遇到的挑战与解决方案。

Explore the challenges and solutions that may be encountered in engineering project design.

4-4 评估个人或团队的创新潜力，制定发展路径。

Assess the innovation potential of individuals or teams and formulate development paths.

【5】思政案例：

5-1 设计创新在推动社会可持续发展中的案例。

Cases of design innovation in promoting sustainable social development.

5-2 工程项目设计中体现人文关怀与社会责任的实践。

Practices of embodying humanistic care and social responsibility in engineering project design.

5-3 创新创业成功案例分析，强调创新思维与实践能力的重要性。

Analysis of successful innovation and entrepreneurship cases, emphasizing the importance of innovative thinking and practical abilities.

5-4 探讨青年大学生在创新创业中的角色与使命。

Explore the role and mission of young college students in innovation and entrepreneurship.

第 2 章：问题定义与项目界定 Problem Definition and the Project Scope（支撑课程目标 1-2、1-3、2-3、3-2）

【1】知识点：

2-1 问题定义与项目界定的方法论。

Methodologies for problem definition and project scope.

2-2 分析用户及其需求的方法。

Approaches in analyzing users and their needs.

2-3 开展头脑风暴的方法，如何通过头脑风暴提升创造力。

How to enhance creativity through brainstorming.

2-4 创新的基本概念与原理。

Fundamental principles of innovation.

【2】学习目标：

2-1 掌握问题定义与确定项目范围的基本方法论，并能应用于实际项目。

Master the methodologies for problem definition and determining project scope.

2-2 掌握分析用户及其需求的方法，以确保项目满足用户需求。

Master approaches for analyzing users and their needs to ensure the project meets requirements.

2-3 掌握头脑风暴技巧，提升在项目初期阶段的创造力。

Master brainstorming techniques to enhance creativity in the initial stages of the project.

2-4 理解创新的原则，并能够将其应用于工程项目与创业活动中。

Understand the principles and be able to apply them to engineering projects and activities.

【3】重点内容：

3-1 问题定义与项目界定的方法论，包括如何明确问题、确定项目目标等。

Methods for problem definition & project scope, including how to clarify problems and objectives.

3-2 分析用户及其需求的方法，如用户调研、用户画像等。

Approaches for analyzing users and their needs, such as user research and user profiling.

3-3 头脑风暴的技巧与步骤，如何有效地组织与实施。

Techniques and steps for brainstorming, and how to organize and implement it effectively.

3-4 创新的原则，包括原创性、实用性、可持续性等。

Principles of innovation, including originality, practicality, sustainability, etc.

【4】难点内容：

4-1 如何准确地定义问题，并确定合适的项目范围。

How to accurately define problems and determine appropriate project scope.

4-2 如何深入分析用户及其需求，确保项目满足用户期望。

How to deeply analyze users and their needs to ensure the project meets user expectations.

4-3 如何有效地组织头脑风暴，激发团队成员的创造力。

How to effectively organize brainstorming sessions to stimulate creativity among team members.

4-4 如何将创新原则应用于实际工程项目与创业活动中。

How to apply innovation principles to practical engineering projects and entrepreneurial activities.

【5】思政案例：

5-1 创新原则在工程项目与创业实践中的具体应用，强调创新的重要性。

Specific applications of innovation principles in engineering projects and entrepreneurial practice, emphasizing the importance of innovation.

第 3 章：解决方案与市场机遇 Selecting the Solution, Market Opportunities（支撑课程目标 1-2、1-3、2-3、3-2、3-3）

【1】知识点：

1-1 如何选定和评估最优解决方案。

How to select and assess the optimal solution.

1-2 把握市场机遇的策略与方法。

Strategies and methods for seizing market opportunities.

1-3 解决方案的陈述与需求定义。

Solution pitch and requirement definition.

1-4 设计迭代及其在工程项目中的应用。

Design iterations and its application in engineering.

【2】学习目标：

2-1 掌握评估与选择解决方案的方法和技巧。

Master the methods and techniques for evaluating and selecting solutions.

2-2 培养敏锐的市场洞察力，学会把握市场机遇。

Develop keen market insight and learn to seize market opportunities.

2-3 提升解决方案的陈述能力，准确定义市场需求。

Enhance solution pitch abilities and accurately define market requirements.

2-4 熟悉设计迭代的概念，能够将其应用于工程项目实践中。

Be familiar with the concept of design iterations and able to apply it in project practice.

【3】重点内容：

3-1 解决方案评估的标准与流程。

Criteria and processes for evaluating solutions.

3-2 市场机遇的识别与把握技巧。

Techniques for identifying and seizing market opportunities.

3-3 解决方案陈述的结构与要点，需求定义的准确性。

Structure and key points of solution pitch, accuracy of requirement definition.

3-4 设计迭代的概念、意义及其在工程项目中的实施步骤。

Concept, significance, and implementation steps of design iterations in engineering projects.

【4】难点内容：

4-1 在多个解决方案中进行权衡与选择。

Balancing and selecting among multiple solutions.

4-2 准确预测市场趋势，灵活应对市场变化。

Accurately predicting market trends and flexibly responding to market changes.

4-3 将市场需求转化为具体的解决方案要求。

Translating market requirements into specific solution requirements.

4-4 在工程项目实践中有效实施设计迭代。

Effectively implementing design iterations in engineering project practice.

【5】思政案例：

5-1 创新创业项目中如何选定具有社会价值的解决方案。

How to select solutions with social value in innovation and entrepreneurship projects.

5-2 把握市场机遇，推动绿色可持续发展的工程项目实践。

Seizing market opportunities to promote green and sustainable engineering project practices.

第 4 章：原型展示与商业案例 Prototype Pitch & Business Case（支撑课程目标 1-3、2-1、2-2、2-3、3-1、3-2）

【1】知识点：

1-1 原型展示的技巧与要点。

Techniques and key points of prototype pitching.

1-2 构建商业案例的步骤与方法。

Steps and methods for building a business case.

1-3 展示商业案例的技巧与策略。

Tips and strategies for presenting your business case.

【2】学习目标：

2-1 掌握原型展示的技巧，能够有效地展示项目原型。

Master the techniques of prototype pitching and be able to effectively present project prototypes.

2-2 学习并掌握构建商业案例的步骤与方法，为项目评估或创业活动提供有力支持。

Learn and master the steps and methods for building a business case to provide strong support for projects assessment or entrepreneurial activities.

2-3 掌握展示商业案例的技巧与策略，提高说服力和影响力。

Master strategies for presenting a business case to enhance persuasiveness and influence.

【3】重点内容：

3-1 原型展示的技巧，包括如何准备、展示和回应反馈。

Techniques for prototype pitching, including how to prepare, present, and respond to feedback.

3-2 构建商业案例的步骤，包括市场分析、竞争分析、财务预测等。

Steps for building a business case, including market analysis, financial forecasting, etc.

3-3 展示商业案例的技巧，如制作有效的演示文稿、运用故事讲述等。

Tips for presenting a business case, such as creating presentation slides and using storytelling.

【4】难点内容：

4-1 如何有效地展示原型，吸引听众的注意并传达核心价值。

How to effectively pitch a prototype, attract the audience's attention, and convey core values.

4-2 如何进行全面的市场分析，确保商业案例的可行性和说服力。

How to conduct a market analysis to ensure the feasibility and persuasiveness of the business case.

4-3 如何运用有效的沟通技巧和策略，成功地展示商业案例。

How to use effective communication skills and strategies to successfully present a business case.

【5】思政案例：

5-1 原型展示在创新项目中的应用，强调原型在验证创意中的重要性。

Application of prototype pitching in innovation projects, emphasizing the importance of prototypes in validating ideas and attracting investment.

5-2 展示中国一流创业企业的成功案例，强调有效沟通在赢得市场支持和资源中的关键作用。

Successful cases of presenting a business case, emphasizing the crucial role of effective communication and storytelling in winning support and resources.

第 5 章：创业基础 Entrepreneurship Fundamentals（支撑课程目标 2-2、2-3、3-1、3-2、3-3）

【1】知识点：

1-1 创业的内涵、价值及意义。

Connotation, value, and meaning of entrepreneurship.

1-2 创业的基本类型、创业的基本要素及创业思维的培养。

Essential elements of entrepreneurship, and the development of entrepreneurial thinking.

1-3 识别创新创业风险，掌握理性创业方法。

Identifying risks in innovation and entrepreneurship and mastering rational entrepreneurial methods.

【2】学习目标：

2-1 理解创业的概念，明确创业对个人和社会的价值及意义。

Understand concepts of entrepreneurship and clarify its value and meaning to individuals & society.

2-2 了解创业的基本类型，掌握创业的基本要素，并学会如何培养创业思维。

Understand the basic types of entrepreneurships, grasp the essential elements of entrepreneurship, and learn how to develop entrepreneurial thinking.

2-3 能够识别创新创业过程中可能遇到的风险，并掌握理性创业的方法和策略。

Be able to identify potential risks in the process of innovation and entrepreneurship and master rational entrepreneurial methods and strategies.

【3】重点内容：

3-1 创业的内涵及其对个人成长、社会经济发展的推动作用。

The connotation of entrepreneurship and role in promoting personal growth and social development.

3-2 不同类型创业的特点及适用场景，创业成功的基本要素。

Characteristics and applicable scenarios of different types of entrepreneurships, and the essential elements for successful entrepreneurship.

3-3 创新创业风险的识别方法，以及理性创业的策略和技巧。

Methods for identifying risks in innovation and entrepreneurship, as well as strategies and techniques for rational entrepreneurship.

【4】难点内容：

4-1 如何将创业思维融入个人发展规划，实现个人价值与社会价值的统一。

How to integrate entrepreneurial thinking into personal development plans and achieve the unity of personal and social values.

4-2 如何根据不同类型创业的特点，选择适合自己的创业路径。

How to choose a suitable entrepreneurial path based on the characteristics of different types of entrepreneurships.

4-3 如何在实际创业过程中有效识别并应对潜在风险，保持创业的稳健性。

How to effectively identify and respond to potential risks in the actual entrepreneurial process to maintain the stability of entrepreneurship.

【5】思政案例：

5-1 成功的创业案例，展示创业对个人成长和社会进步的积极影响。

Successful entrepreneurial cases demonstrating the positive impact of entrepreneurship on personal growth and social progress.

5-2 创新创业风险应对的案例分析，强调理性创业的重要性。

Case analysis of responding to innovation and entrepreneurship risks, emphasizing the importance of rational entrepreneurship.

5-3 创业思维在实际工作中的应用案例，展示如何将创业理念融入日常生活和职业发展。

Application cases of entrepreneurial thinking in practical work, showcasing how to integrate entrepreneurial ideas into daily life and career development.

五、教学安排与学时分配

本课程以课堂教学为主，辅以实验教学与丰富的线上学习资源。课堂教学内容围绕工程项目设计与创新创业的核心概念、基本理论、基本原理和实践操作展开，深入探讨工程项目的设计思维、创新策略、工程原型开发等关键知识点。课程秉承立德树人的根本任务，以培养德智体美劳全面发展的社会主义建设者和接班人为总目标。课程以工程项目与创业的基础理论为出发点，以工程项目评估、创新创业实践中的核心指导原则与策略布局为核心框架。在教学过程中充分利用线下课堂、线上教学资源和思政案例，通过理论知识的传授、实验实践的操作以及价值观的引导，旨在厚植学生的家国情怀和强国理念，强化学生的工程项目评估与创业基础知识，提升实践技能和创新精神，帮助学生树立正确的人生观、世界观和价值观。

学时分配如表 3 所示。

This subject primarily adopts classroom teaching methods, complemented by experimental learning and extensive online learning resources. The classroom teaching content revolves around the core concepts, fundamental theories, basic principles, and practical operations of engineering project design and entrepreneurial innovation. It delves deeply into crucial knowledge points such as design thinking, innovation strategies, and engineering prototype development. Adhering to the fundamental task of fostering virtue through education, the subject aims to cultivate socialist builders and successors who are comprehensively developed in ethics, intellect, physique, aesthetics, and labor. Starting from the basic theories of engineering projects and entrepreneurship, the subject focuses on the core framework encompassing the design and development processes of engineering projects, as well as the core guiding principles and strategic layouts in entrepreneurial practices. During the teaching process, offline classrooms, online teaching resources, and ideological and political cases are fully utilized. Through the imparting of theoretical knowledge, experimental and practical operations, and the guidance of values, the subject aims to foster students' patriotic feelings and the concept of strengthening the country, enhance their foundational knowledge of engineering projects and entrepreneurship, elevate their practical skills and innovative spirit, and assist them in establishing correct outlooks on life, the world, and values.

The class hour allocation related information is shown in Table 3.

表 3 学时分配表

讲　　课　　内　　容	学时				
	讲课	实验	上机	设计	课外

第 1 章	课程导论 Introduction	8	0	0	0	2
第 2 章	问题定义与项目界定 Problem Definition and the Project Scope	8	0	0	0	2
第 3 章	解决方案与市场机遇 Selecting the Solution, Market Opportunities	8	0	0	0	2
第 4 章	原型展示与商业案例 Prototype Pitch & Business Case	8	0	0	0	2
第 5 章	创业基础 Entrepreneurship Fundamentals	24	0	0	0	0
小计		56	0	0	0	8
总计	64					

六、教学方法

1、理论结合实践：在讲解知识点时，先阐述项目评估、创业的基本原理和理论框架，再通过模拟创业项目或实际创业案例分析，让学生亲身体验创业过程，理解创业的实际运作。结合成功的创业故事和实践项目，让学生看到创业的现实影响和价值。

Combine theory with practice by first explaining the basic principles and theoretical frameworks, and then allowing students to experience the entrepreneurial process through simulated entrepreneurial projects or actual case studies, thereby understanding the practical operations of entrepreneurship. Successful entrepreneurial stories and practical projects can be incorporated to show students the real-world impact and value of entrepreneurship.

2. 案例分析法：选取不同类型的创业案例，引导学生分析每种类型的特点和要素，加深对创业多样性的理解。通过失败和成功的创业案例对比，让学生分析风险点，学习避免和应对风险。

Use the case analysis method by selecting different types of entrepreneurial cases and guiding students to analyze the characteristics and elements of each type, thereby deepening their understanding of the diversity of entrepreneurship. Compare successful and failed entrepreneurial cases to allow students to analyze risk points and learn how to avoid and respond to risks.

3. 互动式教学：通过小组讨论、角色扮演等活动，让学生积极参与，模拟项目设计与创业场景，培养创业思维和团队协作能力。设置互动环节，如提问、即时反馈等，鼓励学生表达观点，增强课堂参与感和学习效果。

Employ interactive teaching methods in the section through group discussions, role-playing activities, etc., to actively engage students, simulate entrepreneurial scenarios, and cultivate team collaboration skills. Set up interactive sessions such as question-asking and immediate feedback to encourage students to express their views and enhance classroom participation and learning effectiveness.

4. 课程思政融入：强调创业的社会责任和使命感，引导学生思考如何通过创业为社会做出贡献。在整个课程中，穿插优秀企业家的社会责任行为和案例，激发学生的社会责任感和爱国情怀，鼓励他们将个人创业与国家发展相结合。

Incorporate ideological and political elements in promoting personal growth and socio-economic development" by emphasizing the social responsibility and mission of entrepreneurship, and guiding students to think about how they can make contributions to society through entrepreneurship. Throughout the course, intersperse examples and behaviors of successful entrepreneurs demonstrating social

responsibility to stimulate students' sense of social responsibility and patriotism, and encourage them to integrate personal entrepreneurship with national development.

七、成绩评定

This subject is assessed based on the concept of comprehensive monitoring. The subject assessment with a full-mark of 100 pts includes three components: Regular Performance (Weight: 30%), Mid-term (Weight: 30%), and the Final Report(Weight: 40%). The score is rounded to the nearest integer, recorded in the educational administration system, and the final transcript is exported. Matters not covered here shall be subject to the regulations of the NEUQ academic affairs office and the agreements reached by the teaching team and the college.

Specific requirements and grading methods are as follows:

1. Regular Performance (Weight: 30%)

Individual Performance (100pts): Based on the individual statistics exported from the subject platform at the end of the semester. Students are given a comprehensive assessment according to their classroom concentration and participation.

Additional Points (-5~+5 pts per time): Bonus or penalty to a student or a group based on the outstanding or improper performance during the activities of the subject delivery.

The final score with the additional points shall be no more than 100 points, not less than 0 points.

2. Mid-term (Weight: 30%)

Documents (50 pts): A comprehensive assessment towards the documents. During the subject delivery, those documents shall be submitted in time to the subject platform by the instruction of and assessed individually and comprehensively at the end of the semester.

Prototype Pitch (50 pts): A comprehensive assessment towards the videos and presentation. During the subject delivery, those documents shall be submitted in time to the subject platform by the instruction of and assessed individually and comprehensively at the end of the semester.

3. Final Exam (Weight: 40%)

The assessment is conducted through a written (or computer-based) examination, with a full score of 100 points.

八、其他

课程的评价与持续改进机制：

Subject evaluation and continuous improvement mechanism:

1、教学大纲

Syllabus

考核周期：4 年，修订周期：4 年。

Cycle: 4 years, Revision Cycle: 4 years.

改进措施：课程负责人组织课程团队所有教师讨论后提出改进意见，经教研室主任审核后由教学院长批准。

Improvement Measures: The subject leader organizes all teachers in the subject team to discuss and propose improvement suggestions, which are then reviewed by the director of the teaching and research section and approved by the academic dean.

2、成绩评定考核

Grade Evaluation and Assessment

考核周期：1 学年，评价依据：学生最终成绩综合分析。

Cycle: 1 academic year, Evaluation Basis: Comprehensive analysis of students' final grades.

改进措施：根据学生最终成绩的分布，进行相应的内容调整和优化，并改进教学方法。

Improvement Measures: Adjust and optimize the subject content accordingly based on the distribution of students' final grades and improve teaching methods.

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日期：　　2023 年 7 月 1 日