



JOINT INSTITUTE
交大密西根学院

VX-423: Intrapreneurship Course in JI (UM-SJTU)

The University of Michigan (UM) and Shanghai Jiao Tong University (SJTU), the partners of the Joint Institute (JI) are committed to making high quality technical education at lower cost available in Asia through their base in China. Both these institutions are very interested in providing leadership to the education of technology entrepreneurship in this region, thanks to the growth of China in innovative products and services. The JI has recently set up the Centre For Entrepreneurship (CFE) that will run programs on entrepreneurship for Chinese and international students.

JI undergraduate programs are closely aligned with those in the University of Michigan and the proposed JI Minor in Entrepreneurship is closely aligned with this program in the University of Michigan. The design of the program takes cognizance of the requirements of Chinese local market. The program involves an approach that leverages immersive experiences as provided in the JI capstone projects.

Entrepreneurial education is focused on equipping students with the ability to understand the business issues in taking a technology to the market in the form a product and service. In addition to the technical skills, they need to understand the business issues from the perspective of start-up (entrepreneur) and also from the cultural perspectives of an established business (intrapreneur). This minor has three components; core courses on business and entrepreneurship, some business and leadership electives and a strong practicum component including the existing JI capstone project (VM/VE450 sponsored by the industry) and the new intrapreneurship (entrepreneur within an organization) course (VX423). JI also offers a new practicum course on Mobile Applications for entrepreneurs (VE449) from 2017.

This course VX423-Intrapreneurship involves full time internship by students in a company for about three months (in spring semester) to do a project of interest to a company so that the student can learn the issues related to company culture, business processes, interpersonal relationships and procedures that are important in making a business project successful. The student will work closely under the supervision of a company executive and the instructor of the course. All the learning will take place in the company and students will attend lectures by the instructor (on a few Saturdays). The group (student, instructor and company supervisor) will meet in person twice during the semester. The first time (within 2 weeks of the start) meeting will outline the intended work to be done by the student in the company and the last (2 weeks from the end) meeting will involve a 30 min presentation by the student of his/her work completed during the internship. Also the student will submit a report discussing the real-life applications (including those in the internship) of concepts learned in the lectures. Each company will need to support multiple students (at least 2). Students will be by companies through interviews, and past performance in entrepreneurship-related courses. The internship details (pay, overall duration and days of the week) are flexible and are to be negotiated by the student with the company (at least for the duration of Spring semester in JI and students must put in at least 10 hours per week).

Please contact Professor Pradeep Ray, Director of the Center for Entrepreneurship, instructor of VX423-Intrapreneurship Course at pradeep.ray@sjtu.edu.cn for more information.