

## Entrepreneurship

Course Name	Course section (credit/hours)		Elective course(3/3)			course code	I067
	course item					course component	
	Target students Division/major/grade					opening semester	2021 1ST SEMESTER
	Class time and classroom		Mon C(YH102)Wed C(YH102)			English Grade	A(100%English)
Reference to this course	Credit compositon		Theory(3) + Design(0) + Practice(0)				
	Prerequisite courses						
	Related basic courses						
	Recommanded concurrent courses						
	Related advanced course						
Instructor	Name (title/division)		kyungho kim(Associate Professor, Business Administration)				
	Office Room Number	다산관431 호	Extension Number	3672	e-mail	kyunghokim@ajou.ac.kr	
	Office hour				Homepage address		
Teaching Assistant	Name (title/division)						
	Office Room Number		Office phone Number		e-mail		

### 1. Course Introduction

This class deals with entrepreneurial processes such as embodying new idea, recognizing opportunity and potential market, business planning, financing, building powerful entrepreneurial team, the growth of entrepreneurial company, and other issues related to entrepreneurial process. In specific, we focus on teaching primary concepts and tools necessary to understand entrepreneurial process and then on writing a business plan. A concise, well-written business plan is the best way to communicate with customers, investors, and other stakeholders in question. To increase the efficiency of this class, students are required to read assigned book chapters and sub-materials, analyze cases, actively participate in class discussion as an individual or a team, and do a semester-long project (i.e., writing a business plan). To additionally increase indirect hands-on knowledge about entrepreneurial process, we will invite guest speakers who already made a big success.

### 2. Course Objectives & course outcome

### 3. Class types and activities

This class uses various teaching methods such as lecture, case analysis, discussion, and team project presentation. For high performance in class: First, come to class prepared. Come prepared having read assigned chapters and cases. Tips for the preparation: Please, think about what these mean to you and your entrepreneurial companies. With respect to the preparation of cases, come with your own answers to the fundamental questions asked at the end of each Reading Chapter or CASE. Second, take risks in class discussion, given that your class participation contributes to the quality of this class. Don't be afraid to disagree with your classmates, our guest speakers, or even with me. Last, 'Be clear and direct in communicating your written and oral work.' A concise, well-written assignment and a clear presentation are the best way to transfer your work to the stakeholders, as well as your classmates. Folks, why not be entrepreneurial in this class!!!

Although voluntary participation is strongly recommended, for effective class participation, you will be randomly 'cold called' in class under the assumption that you are prepared. If you think you are extremely shy, it is recommended to use 'promised call' system. Namely, if you want to be called in class, please email me at least one day before the expected class. Your participation grade will be, whether voluntary or cold call, graded on the basis of the quality of your comments. Being not prepared will count against your participation grade. Being 'Wrong' will not hurt your grade but will also not help out.

This class also asks you to make a team for the term project. Each team is supposed to do two primary things: a) CASE analysis and presentation and b) Term Project Presentation (i.e., Writing Business Plan). Based on performance of each area, your team will be graded. Please refer to the following grading criteria for each item.

### 4. Teaching Method

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|---|---|
| <input checked="" type="checkbox"/> lecture                                     | <input checked="" type="checkbox"/> discussion and debate   |
| <input checked="" type="checkbox"/> team project(presentation and case studies) | <input type="checkbox"/> experiments(role-playing,etc)      |
| <input type="checkbox"/> designing and production                               | <input type="checkbox"/> on-site learning(on-site training) |
| <input type="checkbox"/> others   |   |

### 5. Support Systems in Use

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|--|---|---|
| <input checked="" type="checkbox"/> AjouBb               | <input type="checkbox"/> automatic recording system | <input type="checkbox"/> web-based assignment |
| <input type="checkbox"/> cyber lecture                   | <input type="checkbox"/> online content             |   |
| <input type="checkbox"/> class behavior analyzing system | <input type="checkbox"/> others                     |   |

### 6. Teaching Tools

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|--|--|---|
| <input type="checkbox"/> PBL(Problem Based Learning) | <input checked="" type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning)           |
| <input type="checkbox"/> UR(Undergraduate Research)  | <input type="checkbox"/> FL(Flipped Learning)                | <input type="checkbox"/> DSAL(Data Sciencd Active Learning) |
| <input type="checkbox"/> others                      |  |   |

## 7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam		30	Midterm
final exam			
quiz			
presentation		30	Final Team Project
discussion		30	In class participation
homework		10	Team Case Presentation (Each team will be assigned to present one or two CASE study during the semester)
etc			
study hours			

## 8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Main	Entrepreneurship (Edition 2 or 3 or 4)	William Bygrave & Andrew Zacharakis	John Wiley & Sons, Inc	2011

## 9. Class system and Class shedule

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### < Schedule >

\* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
1	Introducing Entrepreneurship	E	3			Lecture/Discussion	
2	Entrepreneurial Process	E	3			Lecture/ Case Analysis	
3	Recognition of Opportunity	E	3			Lecture/Discussion	

**< Schedule >**

\* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
4	Understanding Business Modeling	E	3			Lecture/ Case Analysis	
5	Entrepreneurial Marketing	E	3			Lecture/ Case Analysis	
6	Idea Presentation for Team Project	E	3			Team Presentation	
7	Foundation of Entrepreneurial Team/ Developing Business Plan	E	3			Lecture/ Case Analysis	
8	Mid-Term	E	3				Written test will be executed in class
9	Team Project Development	E	3			Meeting with Professor	
10	Presentation of Marketability Analysis of Team Product (or Service)	E	3			Lecture/Guest Speaker	
11	Understanding Financial Statements	E	3			Lecture/ Case Analysis	
12	Financing for Starting and Growing Businesses	E	3			Lecture/ Case Analysis	
13	Debt and Other Forms of Financing	E	3			Lecture/ Case Analysis	
14	Entrepreneurial Growth / Legal Issues and Intellectual Property	E	3			Lecture/ Case Analysis	
15	Team Project Presentation	E	3			Presentation	
16	Final Exam	E	3				Final exam will be substituted with team final project

**10. Contribution index of the course for attaining ABEEK program outcomes**

course outcome	contribution scale
No Data	

11. Analysis of improved matters for the previous semester

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13. Reference items

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