

2015 Year  
2nd Semester

# Syllabus

Course No. :

Course	Entrepreneurship & Venture Business	Credit	3	Time	3	Instructor	Arnold Chung
Department/ Grades	KIS/4th Year			Lecture Schedule Lecture Room		MW 1030-1200	
Office Hours	Mon thru Thu: 2-4pm			Office		Room B204 Intl Hall	
E-mail				Telephone			
Objectives	Provide students with concepts and tools to identify and evaluate the potential of small business ideas. In addition, to develop the business model and planning to transform attractive business ideas into real businesses.						
Method/ Materials	Lecture, discussion and project						
Grading	2 project-based paper (30% each), participation (20%), attendance (20%)						
Textbook							
Auxiliary textbook							
Reference book	Running Lean; Ash Maurya; 2012; O'Reilly Media; 2012; 9781449305178 The Lean Startup; Eric Ries; Penguin; 2011; 9780670921607 Business Model Generation; Osterwalder & Pigneur; 2010; Wiley; 9780470876411 Value Proposition Design; Osterwalder, Pigneur, Bernarda & Smith; Wiley; 2014; Course						
Assignment							Remarks
Assignment: Business Idea Pitch Project: Customer Discovery Paper Project: Lean Canvas Paper							

In the case of student with special needs, please contact the Disabled Students Support Center(T.02-910-5001, Student Union Building #311)

# Weekly Schedule

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Week	Date	Description	Assignment/ Reference
1	8/31-9/2	Course Overview; Intro to Entrepreneurship	
2	9/7 ~ 9/9	Intro to Entrepreneurship; The Entrepreneur	
3	9/14 ~ 9/16	New Startup & Education; Ideation	
4	9/21 ~ 9/23	Ideation	
5	9/28 ~ 9/30	Holiday (9/28); Idea Screening	
6	10/5 ~ 10/7	Idea Pitches	Idea Pitches
7	10/12 ~ 10/14	Group Dynamics; Customer Discovery	
8	10/19 ~ 10/21	Customer Discovery; Problem	
9	10/26 ~ 10/28	Customer Discovery Presentations	Paper
10	11/2 ~ 11/4	Problem; UVP & Solutions; Channels	
11	11/9 ~ 11/11	Channels; Revenues, Costs	
12	11/16 ~ 11/18	Costs; Key Metrics; Testing; Unfair Advantage	
13	11/23 ~ 11/25	Unfair Advantage; Financials	
14	11/30 ~ 12/2	Group Check-in	
15	12/7 ~ 12/9	Group Check-in; Group Presentations	
16	12/14 ~ 12/16	Group Presentations	Lean Canvas Paper

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