



National Taiwan University of Science and Technology

2020 Winter Program

BUS 280 Entrepreneurship

Course Outline

Course Code: BUS 280

Instructor: Dr. Yunshan (Victor) Lian

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Credit: 4

Course Description:

Entrepreneurship is an essential human behavior that underpins societal progress. Individual economic activity dominates day-to-day behavior in all but a few western societies and cultures today. Most of the world's population depends on an entrepreneurial livelihood. Without an understanding of the role of the entrepreneur in economic formation and the conception of markets, a basic historical understanding of societal development is limited. Therefore, this course covers the many facets of entrepreneurship and its implications for careers, business, and society. It is designed to introduce the entrepreneurial mindset to students pursuing all University majors.

Includes individual components of entrepreneurship and its implications for society. Special emphasis is placed on decision-making and problem solving in society through an understanding of opportunity recognition, economic/financial models, value creation, and basic entrepreneur-related concepts.

Required Textbooks:

Hisrich, Peters, and Shepherd. (2017) *Entrepreneurship*. McGraw Hill Education. New York, NY. ISBN 978-0-07-811284-3.

Supplementary materials may be utilized during the class.

Learning Outcomes

The Institute for Entrepreneurship creates an environment that enables students to develop the entrepreneurial knowledge and mindset, both individually and collaboratively, to: (1) recognize, comprehend and apply the entrepreneurial process from across the disciplines; (2) enthusiastically and credibly communicate ideas, individually and in teams; and (3) analyze select and implement an integrated business model to solve real-world problems.



Upon the completion of this course, the students will be able to:

1. Understand and apply entrepreneurial theory using lean startup principles.
2. Recognize and evaluate opportunities.
3. Propose viable solutions to opportunities.
4. Lead the development of new ventures.
5. Analyze evidence for decision making.
6. Select and implement appropriate technologies.
7. Evaluate ethical issues when making decisions.
8. Develop an integrated business model.
9. Gather and apply financial data for projections and decision-making.

Evaluation:

10% Attendance and discussion
25% Exercises and homework
25% Group project
20% Mid-term exam
20% Final Exam

Attendance & Discussion:

You are expected to actively participate the class time and TA led discussion.

Exercise and homework:

Due to the nature of the hybrid format of this course, it's highly important for you to complete the assigned exercises during each week. Late submission is not accepted and will be regarded as zero point.

Group project

A group project will be assigned during the first week of the class and completed by the end of the program. Students will work on a real case project by collaborating with the other team members. Each individual's grade will be based on group performance and the contribution made by the individual student, which will be evaluated by the peers.

Midterm and Final Exam

Midterm and final exam will be in the format of problem solving and concept discussion. Final exam is non-cumulative, which means only covers the rest chapters after the midterm exam.

Grading:

A+ : 95 - 100 A : 94 – 90
B+ : 89 - 85 B : 84 – 80
C+ : 79 - 75 C : 74 – 70
D+ : 69 - 65 D : 64 – 60
F : Fail

Academic Integrity

Please show respect for your fellow students' ideas. Be respectful if you disagree with your classmate. Respect other people's time by being punctual and paying attention. Open yourself to the ideas of others and share your thoughts in a respectful and meaningful way.



Do not make assumptions. Be responsible and stay on top of coursework assignments, group meeting times, etc. If you have a question, please ask. Successful entrepreneurs and leaders move beyond assumptions. They prove assumptions wrong! They inquire to understand...and in the process gain insight and courage. Do this as a practice and you will gain a valuable skill. Do not be afraid to ask questions.

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated, and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.

Course Schedule (may subject to change for the purpose of learning effectiveness):

Week1

Chapter 1 The entrepreneurial mind-set
Chapter 2 Corporate entrepreneurship
Chapter 3 Generating and exploiting new entries
Chapter 4 Creativity and the business idea
TA led review session

Week2

Chapter 5 Identifying and analyzing domestic and international opportunities
Chapter 6 Protecting the idea and other legal issues for the entrepreneur
Chapter 7 The business plan: creating and starting the venture
Chapter 8 The marketing plan
TA led review session
Mid-term exam

Week3

Chapter 9 The organizational plan
Chapter 10 The financial plan
Chapter 11 Sources of capital
Chapter 12 Informal risk capital, venture capital, and going public
TA led review session

Week4

Chapter 13 Strategies for growth and managing the implications of growth
Chapter 14 Accessing resources for growth from external sources
Chapter 15 Succession planning and strategies for harvesting and ending the venture
TA led review session
Final exam
Group project