



National Taiwan University of Science and Technology

2021 Summer Program

BUS 370 New Venture Creation

Course Outline

Course Code: BUS 370

Instructor: Dr. Yunshan (Victor) Lian

Home Institution: University of Wisconsin

Office Hours: by appointment

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Credit: 4

Course Description:

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, and develop the skills to become a successful entrepreneur when facing such opportunities.

The course includes individual components of entrepreneurship and its implications for society. Special emphasis is placed on development of a comprehensive business plan. The following topics will be covered: Overview of entrepreneurship, entrepreneurial mindset, business ethics, creativity, idea generation and feasibility studies; business plans; part-time and full-time entrepreneurship; location and capacity planning; marketing research for new ventures; financing new ventures; creating a financial plan; legal structures and issues; new venture development team; risk analysis and management; and reviewing, identifying and evaluating educational technologies.

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 the entrepreneurial process and the importance of entrepreneurship as the



- driving engine of national economy.
2. Make ethical decisions in the entrepreneurial process.
 3. Understand and apply entrepreneurial theory using lean startup principles.
 4. Recognize and evaluate opportunities.
 5. Propose viable solutions to opportunities.
 6. Lead the development of new ventures.
 7. Analyze evidence for decision making.
 8. Select and implement appropriate technologies.
 9. Develop an integrated business model.
 10. Gather and apply financial data for projections and decision-making.
 11. Complete a business plan by covering all the related aspects

Prerequisite:

FNCE 2121 and MKTG 2431

Required Textbooks:

Osterwalder, Alexander, and Yves Pigneur. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. (2010) John Wiley & Sons.

ISBN: 978-0-470-87641-1

(Supplementary text)

Wise, Sean. *Hot or Not: How to Know If Your Business Idea Will Fly or Fail?* (2011)

Ryerson Entrepreneurship Institute.

ISBN: 978-1-46802-449-4

Recommended readings

The Four Steps to the Epiphany (this is a free downloadable pdf found at the link below):

http://www.stanford.edu/group/e145/cgi-bin/winter/drupal/upload/handouts/Four_Steps.pdf

So You Want to Be an Entrepreneur? by E. Heyward. Harvard Business Review. [Link](#)

New Research: The Skills That Makes an Entrepreneur. by B. J. Bonnstetter. Harvard Business Review. [Link](#)

Bringing an Entrepreneurial Mindset to the World's Failing Systems. by C. Love and R. Sinha. Harvard Business Review. [Link](#)

5 Lessons I Learned from Selling My Startup. by Ben Faw. Harvard Business Review. [Link](#)

How to Sell New Products. by T. Steenburgh and M. Ahearne. Harvard Business Review [Link](#)

How to Start a Startup Lecture Series by Sam Altman. Text Link:

<http://startupclass.samaltman.com> (Official Version)

“Start-up Owner’s Manual” by Steve Blank (Bookstore/Amazon) “Business Model Generation” by Alexander Osterwalder (Bookstore/Amazon)

“Star Pupil” Advanced/Interesting Reading: “Zero to One” by Peter Thiel (Full Text) (Amazon)



“Articles” by Paul Graham [Essays about startups](#)

Prescribed reading by Sam Altman [Startup Class Readings](#)

“The first 30%: Distilled Wisdom from Start-up Experts” by “Rahul” [The first 30%](#)

Note: **Recommended readings are “recommended” and “optional.” These are materials that are recommended to you at your discretion. The more you read, the more insights you can get from the others’ success and failures. This is also not a definitive list and you may start with any topic you feel more interested in.*

Evaluation:

Item	Possible Points
Attendance and discussion (4@10)	40
Exercise and homework (4@20)	80
Case study (4 @20)	80
Group project: Start Your New Venture	100
Mid-term exam	100
Final Exam	100
Total	500

Attendance & Discussion: (40 points)

You are expected to actively participate the class time and TA led discussion. Your presence will not automatically yield full credits. The grade will be based on the quality of your discussion and value added to the class.

Exercise and homework: (80 points)

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.

Case Studies: (80 Points)

There will be four selected case study assignments during the semester. You will participate in a discussion board sharing your number one take away from the case. You will also complete an essay to answer specific questions about the case. You will earn up to 10 points for the written portion and 10 points for the discussion board.

(20 pts each/ 80 total)

Group project: Start Your New Venture (100 points)

Students will be assigned into groups of 3~4 and complete a new venture project by the end of the program.

The project will be developed on a weekly basis by following these stages:

1. From idea to the opportunity



2. From the opportunity to the business plan
3. From the business plan to funding the venture
4. From funding the venture to launching, growing, and ending the new venture

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 (100 points) and Final Exam (100 points)

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

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

Week1 Introduction and Business Model

- Definition of a business model
- The 9 building blocks
- The business model canvas

Exercise and homework

Case study

TA led review session

Week2 Designing

- Unbundling business models
- Free as a business model
- Open business models
- Customer insights
- Ideation
- Visual thinking, prototyping, storytelling

Exercise and homework

Case study

TA led review session

Mid-term exam

Week3 Entrepreneurship Strategies

- Business model environment
- Evaluating
- Blue ocean strategy
- Managing multiple business models

Exercise and homework

Case study



TA led review session

Week4 Process

- Business model design process
- Complete a new venture project

Exercise and homework

Case study

Group project

TA led review session

Final exam

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.

Email Etiquettes

Communication is one of the most important factors in business world. Your way of communication can greatly impact the success or failure of your business. Through the following guidelines, I hope eventually you'll set up a proper communication style for your future career.

1. All messages should have a concise and descriptive subject line. The purpose of the subject line is to alert the reader as to the content of the message. **Please include your course name or number (BUS 370)** so your question/issue can be addressed more accurately.
2. Close your message with a signature. Be certain that you have included your full name and your course name and/or number, so I can identify which class you are involved in and communicate with you more efficiently.

Course Policies

Please go over the learning material and complete the assignments prior to the online meeting, and be ready for discussions and exercise.



Late submission of assignments is not acceptable, just like turning in your project to the management of the company or your client. **It will automatically lead to points deduction by 10% per day (maximum to 50% deduction).**

Any student with a documented disability needing academic adjustments or accommodations, and any student who anticipates a schedule conflict because of religious reasons should notify the instructor through email within the first week of the program.

