



Hankuk University of Foreign Studies

2024 Summer Session

MGT 520 Business Model Design Innovation (Postgraduate)

Course Outline

Course Code: MGT 520

Instructor: Dr. Victor Y. Lian

Home Institution: Lynn University

Office Hours: By appointment

Email: vlian@lynn.edu

Credit: 4

Class Hours:

This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour T A discussion sessions, 4-hour review sessions.

Course Description:

This post-graduate 4-weeks course is designed to explore innovative approaches to business model design and development. Through a combination of theoretical frameworks, case studies, and practical exercises, students will learn how to create, analyze, and adapt business models in the context of entrepreneurship and innovation. It provides both the basics of business innovation and the practical aspects of identifying, evaluating, and advancing business ideas. The course covers two main schools of entrepreneurship: start-up creation and business innovation. It will introduce three specific methods of business innovation: design thinking, open innovation, and lean entrepreneurship.

Course Objectives

By the end of this course, students should be able to:

1. Understand why entrepreneurship is driving innovation and new ventures - in both the start-up economy and the corporation.
2. Describe entrepreneurial characteristics and identify the different types of entrepreneurs.
3. Identify and evaluate potential business opportunities and ways to articulate these ideas in different forms both professionally and effectively.
4. Present a range of implications that follow new ventures and ways to minimize threats and risks associated with these types of ventures.
5. Recommend an appropriate business model and structure for different scenarios presented.



6. Outline the importance of upholding ethical responsibilities and the importance of corporate social responsibility as entrepreneurs.
7. Adopt a global perspective when analyzing import and export issues.
8. Put forward business designs based on international specialization or systems integration.
9. Become aware of cultural and communication differences across international markets.

Course Prerequisites:

None; open to post-graduate students with a strong interest in entrepreneurship and business start-ups.

Required Course Materials:

Spinelli, S., & Adams, R. (2016). *New Venture Creation: Entrepreneurship for the 21st Century (10th ed.)*. McGraw Hill.
ISBN10: 0077862481 | ISBN13: 9780077862480

Grading Components:

Weekly Assignments 40%

Critical questions covering the related topics

Case Analysis 30%

Analyze and discuss real cases by applying related concepts and theories

Final Exam 15%

Comprehensive exam to test the students' understanding, analytics, and application of related concepts and theories

Course Reflection and Discussion: 15%

Students will summarize key concepts and have discussions with each other.

Grading System (1 ~ 100)

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail

Course Schedule

Week 1: Introduction to Business Model Innovation

- The Global Entrepreneurial Revolution for a Flatter World
- The Entrepreneurial Mind: Crafting a Personal Entrepreneurial Strategy



- The Entrepreneurial Leader and the Team
- Ethical Decision Making and the Entrepreneur
- Week-1 Assignment
- Case Analysis

Week 2: Entrepreneurial Process and Opportunities Identification

- The Entrepreneurial Process
- Lean Commerce and Sustainable Enterprise Movements Are an Opportunity Sea Change
- Opportunity Recognition
- Opportunities for Social Entrepreneurship
- The Business Plan
- Week-2 Assignment
- Case Analysis

Week 3: Financing Entrepreneurial Ventures

- Resource Requirements
- Franchising
- Entrepreneurial Finance
- Obtaining Venture and Growth Capital
- The Deal: Valuation, Structure, and Negotiation
- Obtaining Debt Capital
- Week-3 Assignment
- Case Analysis

Week 4: Innovation, Technology, and Future Trends

- Leading Rapid Growth, Crises, and Recovery
- The Family as Entrepreneur
- The Harvest and Beyond
- Final Exam
- Course Reflection and Discussion

Late submission

Late submission of assignments will be subject to points deduction (10% everyday) unless by prior arrangement and permission from the instructor.

Academic misconduct

Please follow the guidelines 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.

- The 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.
- AI generated submissions are prohibited in this course and will be regarded as plagiarism.

Accommodation



- Accommodation for students with disabilities will be provided once approved by the university.
- Missing class activities and late submissions due to religious holidays are acceptable based on the approval by the university.

