



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Technology and Entrepreneurship

Prof. Tae Young Choi, The University of Melbourne

SHORT COURSE DESCRIPTION

This course is designed for students interested in learning about the fundamental issues related to identifying opportunities, starting and managing technology-based new ventures. The course encourages students to consider how technology-based solutions can solve economic and socially oriented problems. Students who are majoring both business and non-business majors such as science and engineering disciplines will understand key aspects of entrepreneurship and the formation of new technology-based ventures. The big question to ask is "Will technology solve problems of human kind?". This course is heavily based on case study discussions and students-led projects thereby requiring high level of interactions from all participants.

READING MATERIALS

List of selected reading materials will be compiled and provided to the students through an online based LMS. Further details of the reading materials and access to the online LMS will be introduced during the first lecture session.

COURSE REQUIREMENTS AND GRADING

This course relies upon engagement and exchange of international views. Seat-warming will be strongly discouraged and active participation is expected. Since attendance is noted, students with travel plans and those with employment commitments that conflict with class schedules should not enroll in this course.

SKKU regulations require students to attend at least 80% of all classes. Academic dishonesty of any nature results in immediate failure of this course. All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass).

Your 100 points will be comprised from the following five assessment components. You must attempt all components. Failure to attempt any of assessment without a prior consent will result immediate failure of this course.

Attendance	Participation	Individual Learning Journal	Group Case Presentation	Group Case Report
10%	20%	20%	30%	20%

COURSE SCHEDULE

– WEEK I –

Tuesday (27 June)

Introduction to the course and conceptual understanding of technology based entrepreneurship

Wednesday (28 June)

Entrepreneurial motivations, creativity and opportunity identifications

Thursday (29 June)

Entrepreneurial executions, growth, management and evaluations

Friday (30 June)

Case study evaluations and discussions I

– WEEK II –

Monday (3 July)

Individual pitch on problem identifications and possible resolutions

Tuesday (4 July)

Commencement of group project and facilitations

Wednesday (5 July)

Business model creations

Thursday (6 July)

Case study evaluations and discussions II

Friday (7 July)

Customer identification and project execution plans

– WEEK III –

Monday (10 July)

Financing your ventures and delivering a winning pitch

Tuesday (11 July)

Case study evaluations and discussions III

Wednesday (12 July)

Preparation for project report and presentation

Thursday (13 July)

Group project presentations & discussions I

Friday (14 July)

Group project presentations & discussions II

– WEEK IV –

Monday (17 July)

Course summaries, reflections & implications