



Innovation and Entrepreneurship

Professor Ty Choi, Canadian University Dubai, United Arab Emirates

SHORT COURSE DESCRIPTION

This course is designed for students interested in learning about the fundamental issues related to identifying opportunities, starting and managing new ventures. The course aims to enlighten students' entrepreneurial spirits which may have been already realized or yet to be realized. 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 ventures. The big question to ask is "Am I the next big one?". 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. The course will be delivered with extensive case-studies and project-based learning methods which are widely used in globally top ranked business schools. 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.

This course may be the one to make you to be the next Steve Jobs, Mike Zuckerberg, Bill Gates, Sir Richard Branson and many more big entrepreneurs who changed how we live our lives today.

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	Business Model Pitch Fest	Individual Learning Journal	Group Case Presentation	Group Case Report
10%	20%	20%	30%	20%

COURSE SCHEDULE

– WEEK I –

Thursday (27 June)

Introduction to the course and conceptual understanding of innovation and entrepreneurship

Friday (28 June)

Entrepreneurial motivations, creativity and opportunity identifications

– WEEK II –

Monday (1 July)

Entrepreneurial executions, growth, management and evaluations

Tuesday (2 July)

Case study evaluations and discussions I

Wednesday (3 July)

Individual pitch on problem identifications and possible resolutions

Thursday (4 July)

Commencement of group project and facilitations

– WEEK III –

Monday (8 July)

Business model creations

Tuesday (9 July)

Case study evaluations and discussions II

Wednesday (10 July)

Customer identification and project execution plans

Thursday (11 July)

Financing your ventures and delivering a winning pitch

– WEEK IV –

Monday (15 July)

Case study evaluations and discussions III

Tuesday (16 July)

Preparation for project report and presentation

Wednesday (17 July)

Group case presentations & discussions I

Thursday (18 July)

Group case presentations & discussions II

Friday (19 July)

Course summaries, reflections & implications