

## 2021Year 1st Semester Syllabus

Course Code-Section	Undergraduate IEE3370-01		
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Course Title	ENTREPRENEURSHIP IN EAST ASIA	Credit	3
Location	NMH104	Time	Wed1,2,3

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Target Students	Undergraduates
Course Description & Goals	<p>We are living in a world that is significantly different from the past several decades. Socio-economic environment is one example. Finding a job after college was relatively easy as the economy and international trade surged dramatically after the collapse of the Berlin Wall in 1989. Even under the fierce global competition firms that survived expanded in scale and scope and, as a consequence, they could absorb a vast majority of college graduates. Meanwhile, in terms of technological business environment the emergence of digital era, represented by such as commercial internet, mobile platforms, e-commerce, big data and AI, replaced conventional businesses. Such changes in business environment imply the potential new opportunities (and / or threats) for virtually all firms and industries. At the same rate, the degree of uncertainty is growing everywhere exponentially and it requires a new thinking and mindset.</p> <p>This course aims at providing strategic framework and practical knowledge that can be applied to the future entrepreneurs who explore new business opportunities through creating a venture or acquiring a job position at existing firms.</p> <p>Besides lectures, relevant articles and cases will be introduced for interactive discussions. In many of the classes we will share the ideas, multiple viewpoints and diverse perspectives, which should be defended through rigorous reasoning. By the end of the course, students should be able to have a clear understanding of how to develop raw ideas to product, service or business concepts through the process of identifying, refining and screening opportunities, and should be well poised to take the next steps to designing and successfully launching a new product, service, or business.</p>
Prerequisite	Principles of Management (not compulsory)
Course Requirements	Attendance, in-class participation, business proposal (plan) and examination
Grading Policy	<p>The final grade will be based upon the following:</p> <p>Attendance: 10%</p> <p>In-class participation: 10%</p> <p>Business proposal (plan) presentation: 40% (Individual or group)</p> <p>Final written exam: 40%</p> <p>Students who miss more than 20% of the class will not be given the final grade. Also, those who show up late more than 10 minutes will have disadvantages in attendance.</p>