



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	Tae Jun Bae				
	E-mail	tjbae@hanyang.ac.kr				
	Home University	Hanyang University				
	Department	Department of Entrepreneurship				
	Homepage	http://entrepreneurship.hanyang.ac.kr/faculty/				
Course Information	Class No.	TBA	Course Code	CUL0135	Credits	3
	Course Name	Global Entrepreneurship-Launch your startup				
	Lecture Schedule	Mon-Thu /				
	Course Description	<p>This course is about business activities that happen all over the world and looks at how complicated the global environment is. This class is a mix of theory and hands-on work in real businesses.</p> <p>Some of the main topics will be entrepreneurship, entrepreneurs, new businesses, their place in society and the economy, resources, related fields, etc.</p> <p>As part of individual and group projects, students will come up with new ideas and make simple business plans.</p> <p>This course will help students understand how important creativity and innovation are for entrepreneurs. It will also teach them how to find opportunities and give them ways to come up with creative ideas and solve problems.</p>				
	Course Objective	<p>At the end of the course, students will be able to see the potential for entrepreneurship in themselves and others around them.</p> <ul style="list-style-type: none"> -Know that entrepreneurship is a process and that there are ways to manage the process. - Evaluate the nature of creative new business ideas that could be turned into successful businesses -Write an in-depth feasibility study for a possible new business. 				
	Prerequisite	None				
	Materials/Textbooks	(Optional) Entrepreneurial Small Business, 4th Edition, 2014 – Jerome Katz and Richard Green, McGraw Hill Higher Education, 2010 ISBN-978-0-07-802942-4				
Evaluation	Attendance	10%	Quiz	10%		
	Assignment	10%	Mid-term Exam	30%		
	Presentation	%	Final Exam	30%		
	Group Project	10%	Participation	%		
	Etc.	Evaluation Item			Ratio	



				%
				%
Daily Lecture Plan	Week 1	Day 1	1. Course overview/Opportunities/Characteristics of Entrepreneurs 2. Managing Environment/Creativity & Feasibility 3. Identification of Problems: Real life/Other Businesses 4. Identification of Problems: Social /Future	
		Day 2		
		Day 3		
		Day 4		
	Week 2	Day 1	1. Business Idea Pitch/ Project Team Formation 2. Refine Business Idea Part 1: Evaluating Idea (Bird-in-hand principle)/ Business Model 3. Refine Business Idea Part 2: Lean Startup Method, Online Quiz Part 1 4. Mid-term	
		Day 2		
		Day 3		
		Day 4		
	Week 3	Day 1	1. Field Trip to TIPS town/ Asan Nanum Foundation /KAIST Venture Capital 2. Business Planning/ Strategy/ Target Market 3. Marketing 4Ps:Product/ Price 4. Marketing 4Ps:Promotion/Placement	
		Day 2		
		Day 3		
		Day 4		
	Week 4	Day 1	1. Basic Concept of Accounting 2. Startup Financing/Assessments/Operations, Online Quiz Part 2 3. Final Exam 4. Presentation of Business Plan	
		Day 2		
		Day 3		
		Day 4		