



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.	18073	Course Code	CUL0135	Credits	3
	Course Name	Global Entrepreneurship-Launch your startup				
	Lecture Schedule	Tue-Fri/ 09:00~12:00				
	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	Opening Ceremony			
		Day 2	Course overview/Opportunities/Characteristics of Entrepreneurs			
		Day 3	Identification of Problems: Real life/Other Businesses			
		Day 4	Identification of Problems: Social /Future			
	Week 2	Day 1	Business Idea Pitch/ Project Team Formation			
		Day 2	Refine Business Idea Part 1: Evaluating Idea (Bird-in-hand principle)/ Business Model			
		Day 3	Refine Business Idea Part 2: Lean Startup Method, Online Quiz Part 1			
		Day 4	Mid-Term			
	Week 3	Day 1	Field Trip to TIPS town/ Asan Nanum Foundation /KAIST Venture Capital			
		Day 2	Business Planning/ Strategy/ Target Market			
		Day 3	Marketing 4Ps:Product/ Price			
		Day 4	Marketing 4Ps:Promotion/Placement			
	Week 4	Day 1	Basic Concept of Accounting			
		Day 2	Startup Financing/Assents/Operations, Online Quiz Part 2			
		Day 3	Presentation of Business Plan			
		Day 4	The Final			