Syllabus of

Entrepreneurship in Practice (EIP)

(Tentative)

Fall, 2019

Version 1.0
**General Information**

Course ID: GMBA 7117
Date/Time: See “Class Topics Overview”
Venue: Room 405, Building I, College of Management
Professor: Yen-hau Chen, dkychen@ntu.edu.tw
    Jia-king Chang
    Ming-daw Cheng
Mentor: Yen-hau Chen
    Jia-king Chang
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**Introduction**

“The paradox of teaching entrepreneurship is that such a formula necessarily cannot exist; because every innovation is new and unique, no authority can prescribe in concrete terms how to innovative. Indeed, the single most powerful pattern I have noticed is that successful people find value in unexpected places, and they do this by thinking about business from first principles instead of formulas.”

-By Peter Thiel, the founder of PayPal

To create a new business, whether startup a new company or build it in an existed enterprise, is a dynamic progress with many uncertainties. It’s highly related to the entrepreneur for the chance to success. Even it’s hard to teach entrepreneurship, this course will try to give students the whole concept and experience of being an entrepreneur through classes, practices, as well as activities. Learning by doing will be the core spirit of the course delivery method.

**Objectives**

This course will show the key theories and methods, which is related to the progress of starting up a new business. At the same time, students need to develop a new business leaded by those concepts taught in the class, step by step. Each team will be assigned a “mentor”, who will facilitate the team how to accomplish their work through all semester.

The course consists of four parts:

1. **Key theories for starting up a new business**: business opportunity identification, product/service design, business model design, and raising fund.

2. **Core competences for entrepreneur**: interview skill and presentation skill to be a good entrepreneur.
3. **Course delivery approach**: For getting deeper understanding with those key theories, students need to go through four steps for each key theory: teach, exercise, review, and feedback.

4. **Experience sharing**: the experience in real world is crucial for an entrepreneur. This course will invite several speakers who are entrepreneur or professional person for sharing their related experience or knowledge.

![Course Content Map for EIP](image)

**Course Requirement:**

The students who want to join this class must know the requirement:

1. The schedule of the course is intensive. Students should be able to commit to attend every session.

2. Students **NEED** to have the willingness to be an entrepreneur, otherwise, you might feel bored in the class.

3. This course emphasizes “action learning”. Students might need to do his/her own works in/beyond the class.

4. Students will need to work with team for business project throughout whole course. The Team will be formed by students’ business interest and student **DO NOT need to form a team before class**.

5. Each team needs to come up a pitch for your business concept in the end of this class, which will be the key performance indicator of this class.
## Class Topics Overview

*(Topic is subject to change)*

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Note</th>
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| C0      | 2019/9/9 18:30~19:00 | ● Course introduction  
● Class preparation | Rm 204, Building 1, CoM |
| C1      | 2019/9/22 9:10~17:20 | ● The nature of entrepreneurship  
● Business opportunity identification  
● Value proposition design | |
| C2      | 2019/10/6 13:10~17:20 | ● Business opportunity presentation  
● Team building | |
| C3      | 2019/10/13 9:10~17:20 | ● Idea confirmation  
● Design thinking  
● Product/service design  
● Market Study | |
| C4      | 2019/10/27 13:10~17:20 | ● Guest speech | |
| C5      | 2019/11/10 9:10~17:20 | ● Product/service presentation and review | |
| C6      | 2019/11/23 13:10~17:20 | ● Business model canvas  
● Strategic competition | |
| C7      | 2019/12/15 9:10~17:20 | ● Business model review  
● Budgeting  
● Business plan writing  
● The practice of venture capital  
● Presentation skill for final pitch | |
| C8      | 2020/1/5 9:10~17:20 | ● Final presentation | |
Team Facilitation:

Each team need to dialog with their assigned mentor. The meeting time is flexible and no need in the class or school. Students should approach mentor actively.

Learning Materials

Reference books
Cases
Articles

Grading Policy

1. Class participation 10% (by individual)
2. Team assignment 20% (by team)
3. Final report 30% (by team)
4. Individual assignment 25% (by individual)
5. Peer review 15% (by individual)