



HANYANG UNIVERSITY

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	Home University	Hanyang University				
	Department	Department of Entrepreneurship				
	Homepage	http://entrepreneurship.hanyang.ac.kr/faculty/				
Course Information	Class No.		Course Code		Credits	3
	Course Name	Global Entrepreneurship – Launch Your Startup				
	Lecture Schedule	Online				
	Course Description	<p>This course is about entrepreneurial activities that happen all over the world. This class is a mix of theory and hands-on work in real businesses. Some of the main topics will be entrepreneurship, entrepreneurs, new businesses, their place in society and the economy, resources, related fields, etc.</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. In addition, this course includes entrepreneurial specific functional knowledge such as strategy, marketing, and finance.</p>				
	Course Objective	<p>At the end of the course, students will be able to</p> <ul style="list-style-type: none"> -Reflect on entrepreneurship as a career path. -Understand and apply foundational theories and principles of entrepreneurship. - Evaluate the nature of creative new business ideas that could be turned into successful businesses - Analyze and discuss real-world entrepreneurial cases. - Develop, validate, and pitch a new business idea using practical tools 				
	Prerequisite					
	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	30%	Quiz	20%		
	Assignment	%	Mid-term Exam	%		
	Presentation	%	Final Exam	50 %		
	Group Project	%	Participation	%		
	Etc.	Evaluation Item			Ratio	
					%	
					%	

Course Contents	Lesson 1	Understanding of Entrepreneurship, Entrepreneurs
	Lesson 2	Entrepreneurial behavior, mindset, and trait
	Lesson 3	Methods for building startups: Lean Startup etc
	Lesson 4	Opportunity Identification and Creativity: SCAMPER etc
	Lesson 5	Industry and market analysis
	Lesson 6	Customer Discovery and Validation
	Lesson 7	Value Proposition and Product-Market Fit
	Lesson 8	Business Model (Canvas)
	Lesson 9	Entrepreneurial Strategy
	Lesson 10	Startup Marketing
	Lesson 11	Team Formation and Leadership
	Lesson 12	Financial basis for Entrepreneurs
	Lesson 13	Pitching & understanding investors
	Lesson 14	Social Entrepreneurship
	Lesson 15	Corporate Entrepreneurship