



# HANYANG UNIVERSITY

## 2019 HISS Syllabus

### (Global Entrepreneurship-Launching Your Start-Up)

Professor: **Tae Jun Bae**  
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Home Univ.: Hanyang University  
Dept.: Department of Entrepreneurship

Description: This course deals with entrepreneurship activities that cross the entire world and examines the complex global environment. This course mixes theory and practical experiences in real businesses.  
Basic topics will include: entrepreneurship, entrepreneurs, new ventures, position in society and economy, resources, related disciplines, etc.  
Individual and team projects will include new ideas generation and the development of simple business plans.  
This course will help students understand the importance of entrepreneurial creativity and innovation, teach them to identify opportunities and provide them with techniques for coming up with creative ideas and solutions to problems.

Objective: At the end of the course, students will  
-recognize the entrepreneurial potential within yourself and others in your environment.  
-understand the process nature of entrepreneurship, and ways to manage the process.  
-appraise the nature of creative new business concepts that can be turned into sustainable business ventures  
-write a detailed and thorough feasibility study for a potential new venture  
Preparations: (Optional) Entrepreneurial Small Business, 4th Edition, 2014 – Jerome Katz and Richard Green, McGraw Hill Higher Education, 2010 ISBN-978-0-07-802942-4

Schedule:

1. Course overview/  
Opportunities/Characteristics of Entrepreneurs/  
Managing Environment
2. Creativity & Feasibility/  
Identification of Problems: Real life/Other Businesses  
Identification of Problems: Social /Future
3. Business Idea Pitch/ Project Team Formation
4. Refine Business Idea 1: Evaluating Idea (Bird-in-hand principle)/ Business Model  
Refine Business Idea 2: Lean Startup
5. Mid-term
6. Business Planning/ Strategy  
Target Market  
Marketing 4Ps:Product
7. Marketing 4Ps:Price/

#### Hanyang International Summer School

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Marketing 4P's Promotion & Placement

- 8. Basic Concept of Accounting/Startup Financing/Assets/Operations Legal and other issues
- 9. Presentation of Business Plan
- 10. The Final

|             | Midterm (%) | Final (%) | Attendance (%) | Assignments (%) | Participation (%) | Etc. (%) |
|-------------|-------------|-----------|----------------|-----------------|-------------------|----------|
| Evaluation: | 30          | 35        | 5              | 25              | 5                 | 00       |