



# 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. An introduction to social Entrepreneurship  
Understanding Environment
2. Creativity & Feasibility/  
Addressing social issues/Ideas and Opportunities
3. Idea Pitches (Individual) + Project Team formation
4. Developing Social Venture-Planning 1 & 2
5. Applying Business Models to Social Ventures
6. Mid-term/ Management of Conflict

#### Hanyang International Summer School

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7. Funding and Positioning 1 & 2
8. Scaling 1 & 2
9. Measuring Social Value
10. Presentation of Business Plan/The Final

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	30	30	10	25	5	00