



## Entrepreneurship in Asia

<b>Course Code</b>	TBA		
<b>Class Times</b>	Mon/Wed/Thu 9:00-12:00	<b>Classroom</b>	TBA
<b>Equivalent Year Level</b>	2	<b>Course Credit</b>	3

<b>Instructor</b>	Byung Joon YOO	<b>Sessions</b>	1-14
<b>Office</b>	Bld. 59, Rm. 616	<b>Email</b>	byoo@snu.ac.kr

### □ Instructor's Profile



#### **Byung Joon YOO**

Professor, Graduate School of Business, Seoul National University

**Yoo, Byungjoon** is working at College of Business Administration at Seoul National University as a full professor and the deputy head of Entrepreneurship Center at Seoul National University. Before he joined Seoul National University, he worked at Korea University and Hong Kong University of Science and Technology. His research interests are on Entrepreneurship education, digital network businesses and digital contents businesses such as software products and online games. He has worked with organizations on entrepreneurship in Korea such as Small and Medium Business Administration and Korea Venture Investment Corporation. He has published on these topics in journals such as Academy of Entrepreneurship Journal, Asian Case Research Journal, Management Science and International Journal of Electronic Commerce. He has consulting experiences with Korea Stock Exchange, Korea Association of Game Industry and other online game and music companies by measuring the impacts of digital strategies, and suggesting how to set up business strategies effectively. He is also a formal president of the association for Korean Society of Business Venturing, and the current board member of the institute of entrepreneurship education.

#### **Education**

Ph.D., Business Administration (Information Systems), Carnegie Mellon University

M.S., Management Information Systems, Business School, University of Arizona

B.A., Business Administration, Seoul National University

#### **Experience**

Professor, Graduate School of Business, Seoul National University

Visiting Associate Professor, IS Department, National University of Singapore

Assistant Professor, Business School, Hong Kong University of Science and Technology

#### **Expertise**

Technology Entrepreneurship, Quantitative Analyses of Electronic Commerce, IS Strategy



## □ Course Information

Course Description	Entrepreneurship is the most popular trend in business worldwide from US, Europe to Asia and Africa. From the view of a person who is interested in setting up a new business, we explore how to find business problems and the products and services to solve these for a new enterprise. After taking this course, students will be able to think about problem solving methods to attack business problems and find solutions. Also, they are expected to regard entrepreneurship as a new way of living for everyone regardless of being salaried workers or entrepreneurs in the future. Especially, we explore this issue in the context of businesses in Asia where more than the half of world populations are living and which will be the center of world economy in the near future. For this purpose, lecture, discussion and two field trips will be included in the course.
Course Evaluation	Class participation 20% Team Assignment 1: Hands on Discussion Presentation 20% Team Assignment 2: Team Project 20% Final exam (Open book exam) 40%  For class participation, good attendance and active participation will be reflected in grade.
Course Materials	<i>Entrepreneurship</i> , William D. Bygrave, Andrew Zacharakis, 3rd Edition (Global Edition), 2014, Wiley (Available at SNU Bookstore) + Hand-outs and Lecture slides will be provided in class.
Etc.	Please be advised that questions for the final exam will be based on lecture given in class, not text book.

## □ Team Assignments (More Detailed Explanation)

### Team Assignment 1: ‘Hands on’ Discussion Presentation (20%)

Students will be assigned to a team with 3 or 4 members. Then your team will be asked to lead one ‘Hands on’ discussion with the ‘Hands on’ section provided in each chapter of your text book. These are the practical tips when we think about real start-ups. After a team assigned to the presentation briefly talk about the tips in 10 minutes, we will share ideas and experiences about what we should think about if we start our businesses by ourselves.

### Team Assignment 2: Team Project (20%)

Each team is required to pick a new business model for a new enterprise and suggest a start-up funding plan which can be presented to venture capitalists. A proposal framework will be provided and the team will be required to present in 15 minutes as if they ask for funding in front of venture capitalists.

Contents of the project report and presentation include:

- \* Industry Analysis – Market conditions such as market size, prospects for a new enterprise
- \* Description of current business problems for possible customers
- \* Suggest new products or services and justify why these will be successful



## □ Course Schedule

### **Session 1 (Jun. 27, Wed) - Topic: Introduction to Entrepreneurship**

List of Readings

Textbook: Introduction

### **Session 2 (Jun. 28, Thu) - Topic: Entrepreneurship as a way of Living**

List of Readings

Textbook: Chapter 1. The Power of Entrepreneurship

Discussion on doing business in Korea vs. US

### **Session 3 (Jul. 2, Mon) – Topic: Who can be an Entrepreneur? Exercise 1**

(\* Team members and Team cases will be assigned)

List of Readings

Textbook: Chapter 2. The Entrepreneurial Process

### **Session 4 (Jul. 4, Wed) – Topic: Crafting a Winning Business Model, Exercise 2**

Textbook: Chapter 3. Opportunity Recognition, Shaping, and Reshaping, Chapter 4. Understanding Your Business Model and Developing Your Strategy

Hands on Discussion (Chapter 2)

Discussion on doing business in China

### **Session 5 (Jul. 5, Thu) – Topic: Start Up Marketing**

List of Readings

Textbook: Chapter 5. Entrepreneurial Marketing

Hands on Discussion (Chapter 4)

### **Session 6 (Jul. 9, Mon) – Topic: Buying an Existing Business, Exercise 3**

List of Readings

Textbook: Chapter 6. Building the Founding Team, Chapter 7. The Business Planning Process

Hands on Discussion (Chapter 5)

Discussion on doing business in Asia

**Team Presentation**

### **Session 7 (Jul. 11, Wed) – *Field Trip 1***

### **Session 8 (Jul. 12, Thu) – Topic: Financial Estimation of Your Future Business**

List of Readings

Textbook: Chapter 8. Building your Pro-Forma Financial Statements

Hands on Discussion (Chapter 7)

**Team Presentation**

### **Session 9 (Jul. 16, Mon) – Topic: Financing 1**

List of Readings

Textbook: Chapter 9. Financing Entrepreneurial Ventures Worldwide, Chapter 10. Raising Money for Starting and Growing Businesses

Hands on Discussion (Chapter 8)



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Discussion on doing business in Europe vs. Korea

**Team Presentation**

**Session 10 (Jul. 18, Wed) – Topic: Financing 2 and More**

List of Readings

Textbook: Chapter 11. Debt and Other Forms of Financing, Chapter 12. Legal and Tax Issues, Including Intellectual Property

Hands on Discussion (Chapter 9)

**Team Presentation**

**Session 11 (Jul. 19, Thu) – Topic: Venture and Beyond (More difficult phase)**

List of Readings

Textbook: Chapter 13. Entrepreneurial Growth

Hands on Discussion (Chapter 12)

**Team Presentation**

**Session 12 (Jul. 23, Mon) – *Field Trip 2***

**Session 13 (Jul. 25, Wed) – Topic: Social Entrepreneurship, Team Project**

List of Readings

Textbook: Chapter 14. Social Entrepreneurship

Hands on Discussion (Chapter 12)

**Team Project Presentation**

**Session 14 (Jul. 26, Thu) – Wrap-up & Final Exam review**

**Session 15 (Jul. 27, Fri) – *Final Exam***