



The University of Suwon

Introduction to Innovation & Entrepreneurship

Spring 2021 Syllabus

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Course introduction

This course is designed for future entrepreneurs. It is intended to be a practical guide to the basic steps involved in vetting a new business idea. Organized as an entrepreneurial workshop, the course will be as hands-on as possible, while at the same time it will ground students in the basic theories behind starting up a successful business. The coursework will involve plenty of group work and interaction with like-minded future entrepreneurs. By the end of the course, students will have developed a viable business concept or they will have the knowledge needed to establish an enterprise in the future.

Why study this course?

This course is for 'doers' -- for young entrepreneurs that want to get things done. It will take a systematic approach to analyzing a business idea from the initial understanding of your market's segmentation to actually selling the product or service. It will give you a toolkit so that you will be able to understand exactly what you need to do to get a successful business off the ground.

Course objectives

On successful completion of this course, students should be able to:

- explore and create unique solutions to market problems
- exploit innovative business ideas to fulfill gaps in the world's markets
- use their initiative to make their ideas a reality
- understand how to cooperate with a team to utilize the unique talents of group members
- apply the necessary and practical tools to assess a new business idea
- pitch their ideas effectively
- understand what it takes to operate in a cross-cultural environment

Course language

This course is taught completely in English. However, the textbook is available in the original English, as well as in Korean, Arabic, Chinese, Croatian, traditional Chinese, simplified Chinese, Farsi, German, Japanese, Persian, Polish, Russian, Spanish, Swedish, Thai, Turkish, and Vietnamese (you can find a link to the foreign-language versions [here](#)). Students can opt to buy the textbook in whatever language with which they are most comfortable. Related supporting videos are available in Chinese, English, French, Hindi, Korean, Portuguese, Spanish, and Turkish. Students will be conducting group work and will give class feedback entirely in English, so students should be comfortable speaking and presenting their ideas in English.

Course guidelines, requirements and expectations

Each week, we will cover a topic from the textbook and the related course website. Students must read and / or watch content before EACH class and participate in online conversations BEFORE the weekly workshop. The class itself will focus on putting students into groups to solve or discuss their particular business issues. Through a Socratic and interactive process, students will come to conclusions and will present their ideas in class as time permits.

All students must:

- use the required text/material and download or prepare any other materials as required and directed by the teacher.
- act respectfully and courteously in class at all times.
- place all handphones on **silent** and **do not use them** unless asked to by the teacher.
- be on time and be prepared.
- attend and participate actively in all classes.
- complete all required readings, assignments and exams.
- have a good level of English to understand some of the concepts being discussed in this class.

Required text

Title: Disciplined Entrepreneurship Workbook

Author: Bill Aulet

Year: 2017

Publisher: Wiley

ISBN-13: 978-1119365792

Strongly suggested text (especially for non-native speakers of English)

Title: Disciplined Entrepreneurship: 24 Steps to a Successful Startup

Author Bill Aulet

Year: 2013

Publisher: Wiley

ISBN-13: 978-1118692288

Course Website: [Naver Band](#)

Course Policies:

To complete a course, students must attend at least 75% of classes. That is, if students miss a course **more than four times**, they will fail the course.

Absences:

- There are NO excused absences

Lateness:

- 3 times late = 1 absence.
- Students who arrive late should tell the teacher if attendance has already been taken.

Assessment:

- Missing any assignments, cheating, and / or plagiarizing will result in an automatic 'F.'

Grading:

- Grading: In-class attendance & participation = 25% (includes presentations and feedback); Naver Band Participation = 25%; Mid-term exam: 25%; Final Exam = 25%

NOTE: The course will be graded on a curve (relative grading).

Fall 2020 Schedule

Date	Lesson content
Week 1:	<u>How Do I Get Started? Should I?</u> / Your Passion / Your Team / Coming Up with an Idea or a Technology / Hybrid Idea: Mix of Market Pull and Technology Push
Week 2:	<u>Market Segmentation</u> / What Is Step 1, Market Segmentation? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide
Week 3:	<u>Select a Beachhead Market</u> / What Is Step 2, Select a Beachhead Market? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets / Decision for Team to Sign Off on the Beachhead Market
Week 4:	<u>Build an End User Profile for the Beachhead Market</u> / What Is Step 3, Build an End User Profile for the Beachhead Market? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheet
Week 5:	<u>Estimate the Total Addressable Market (TAM) for the Beachhead Market</u> / What Is Step 4, Estimate the Total Addressable Market (TAM) for the Beachhead Market? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets / Advanced Topics: Bottom-Up TAM Analysis
Week 6:	<u>Profile the Persona for the Beachhead Market</u> / What Is Step 5, Profile the Persona for the Beachhead Market? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets / Advanced Topic: Persona Profiles for Multisided End User Market
Week 7:	<u>Full Life Cycle Use Case</u> / What Is Step 6, Full Life Cycle Use Case? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets
Week 8:	Midterm examination
Week 9:	<u>High-Level Product Specification</u> / What Is Step 7, High-Level Product Specification? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets / Advanced Topic: High-Level Product Brochure
Week 10:	<u>Quantify the Value Proposition</u> / What Is Step 8, Quantify the Value Proposition? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets
Week 11:	<u>Identify Your Next 10 Customers</u> / What Is Step 9, Identify Your Next 10 Customers? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheets
Week 12:	<u>Define Your Core</u> / What Is Step 10, Define Your Core? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercise to Understand Concept / Worksheet

Week 13:	<u>Chart Your Competitive Position</u> / What Is Step 11, Chart Your Competitive Position? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercise to Understand Concept / Worksheet
Week 14:	<u>Determine the Customer's Decision-Making Unit (DMU)</u> / What Is Step 12, Determine the Customer's Decision-Making Unit (DMU)? / Why Do We Do This Step, and Why Do We Do It Now? / Process Guide / General Exercises to Understand Concept / Worksheet
Week 15:	Final examination
Week 16:	Make-up Week

NOTE: The course content listed above is subject to change.

