Entrepreneurship Program Curriculum

❶ Mission of the Entrepreneurship Program
- The Entrepreneuship Program aims to foster Entrepreneurs who hold professional knowledge and insight in fields of science and engineering (<u>STEM[1]-based Entrepreneurs</u>)
- The Entrepreneurs who are educated and trained by the Entrepreneurship program are to contribute to the society with their capability to establish globally competitive and sustainable businesses (<u>Global and Sustainable Startups</u>)

❷ Curriculum Objectives
- To balance the science and technology knowledge of KAIST students with global entrepreneurial capacity,
- To provide the students with skills to analyze and understand the dynamics in technology, market, and industries.
- To teach the students the abilities to find and grasp market opportunities and build innovative business solutions with basis of intellectual properties.
- To provide the students with practical knowledge and knowhow to establish and execute business plans, form a proper business team, find a way finance the business, and to successfully market the business,
- To foster worldwide leaders of global standards with abilities to innovate and lead world industries.
- To let the students deeply understand each stage of business life cycle and the entrepreneurial leadership required in it.

❸ Course Structure

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1) STEM : Science-Technology-Engineering-Mathematics

Mission	Required Entrepreneurial Capabilities	Courses
STEM-based **Entrepreneurs** with capability to build Global & Sustainable Businesses	Entrepreneurial Fundamentals	(C) Entrepreneurship I (E) Entrepreneurial Law (E) Entrepreneurial Leadership and Management of Startup Failure
	Discover Market Opportunities	(E) Technology Trend and Business Opportunity
	Design Business Solutions & Implementation	New Product Development ((C) Entrepreneurship I. (E) Entrepreneurship II)
	Build Core Competency	Management of Intellectual Property ((C) Entrepreneurship I. (E) Entrepreneurship II)
	Establish Business Plans & Execution	(C) Entrepreneurship I (E) Entrepreneurship II (E) Startup Funding Practice (E) Business Modeling and Tech Valuation for Start-Up
	Grow Global Competitiveness	(E) Global Business Strategy

* (C) Core Courses (required), (E) Elective Courses