

Entrepreneurship Program Subject Outline

ENP400 Entrepreneurship I 3:0:3

As the first course of the two-semester program of Entrepreneurship & Startup in Practice, this course provides students with overall learning experience of entrepreneur. The course addresses key elements in start-up formation from business idea generation to business plan writing, which will be later extended to practicing real venture formation in the following course.

ENP410 Entrepreneurship II 3:0:3

This course is designed for students to validate and level up the readiness for their startup, and to enact venture business actually by connecting extension programs of seed-money securing, professional guidance or mentoring. If necessary, the student teams are deserved to participate in any IR meetings or biz-model competition locally or globally.

ENP420 Global Business Strategy 3:0:3

This course is designed for students to study the corporate culture and start-up system of each country, as well as to learn regulation, investment strategy and networking activities through real cases and global accelerators.

ENP430 Entrepreneurial Law 3:0:3

Acquiring fundamental knowledge on corporate law, contract law, labor law and antitrust/ fair trade law, which are essential for operating a company, with the aim to cultivate capability to apply such laws to real world cases, not merely memorizing law provisions.

ENP440 Entrepreneurial Leadership and Management of Startup Failure 3:0:3

This course is designed for students to learn know-how to keep their business, understanding what startups and failure is, as well as studying the essential elements of startup through the case of failure and ex-CEO who had failure-experience. Meanwhile, this course provides a chance to study entrepreneurial leadership through the CEO's cases of real success and failure.

ENP450 Business Modeling and Tech Valuation for Start-Up 3:0:3

This course is designed for students to learn how to test a market feasibility and to evaluate a technology valuation, as well as to ultimately provide the essential elements and practical business skills, such as ability to analyze industry, market and technology, required to make a real business plan.

ENP460 Technology Trend and Business Opportunity 3:0:3

This course is designed to teach the methodologies to understand global technology trend and to make potential business models with advanced technology to undergraduate students whose majors are in engineering and science domain.

ENP470 Startup Funding Practice 3:0:3

This course is designed for students, who are going to be not only entrepreneurs but also startup investors (such as VCs, accelerators, angels, and crowd-fundings) by delivering sets of practical knowledges on how to deal with the financing issues of early stage enterprises, especially.

ENP480 Special topics on Entrepreneurship 3:0:3

This course is designed for students to be responsive to quickly-changing global innovation by

learning the compelling issue behind regarding entrepreneurship and startups. All the information and lecture plan will be disclosed in advance.