

Course Descriptions

Startup 101

3:0:3

This course will help students become interested in startups. It tells how a science and engineering student can change the world by starting his/her startup and how the startup ecosystem is shaped. It also tells how and where to start a startup, the support a founder can get from the university and outside of it. Students will be able to dig deeper when they are interested in certain subjects by taking more advanced courses.

Introduction of Entrepreneurship

3:0:3

This course is to share that the entrepreneurship is not only a will of starting a commercial business, but also the spirit of challenge, creativity, and contribution that are essential virtue of all KAIST students. This course also aims to broaden the concept of 'startup' through various cases and projects.

Introduction to Hands-on Prototyping

1:6:3

This course is an introductory course of project-based hands-on prototyping for undergraduate students who are beginners to making. This course aims to introduce pleasure of making and teach rapid prototyping ability to student. Students will take part in hands-on activities, become familiar with the tools and understand prototyping process.

Introduction to Business

3:0:3

This course is to nourish the entrepreneurial spirit of students and give them understanding of the real business. Since there is a limitation of the theory-based lecture on the effective understanding of the business, this course largely consists of a project of real business planning, a small scale execution of the business and discussion of the aftermath.

Needfinding Practice

3:0:3

The purpose of this course is to expose students to a human centered approach to innovation called design thinking, and subsequently lay the foundation of the different aspects associated to needfinding, which includes observation, empathy, ideation and conceptualization. Additionally, students will also learn to collaborate as they will work in teams and also gain real world experience through on/off campus activities.

Special Issues for Undergrads : Entrepreneurship & Innovation

3:0:3

In this course, students are proposed to deal with special issues on entrepreneurship and innovation in order to catch-up actively to quick-revolving market opportunity. For that purpose, the course will lead students to be armed with extensive and convergent expertise/insight on the dynamic change of the STEEP(socio, technology, economy, environment, policy/regulation, industry, market, and technology etc). The issues will be covered by, for example, social entrepreneurship, the 4th industrial revolution, technology foresights on big-data, artificial intelligence, robot, pilotless transport system etc.

Understanding Startups

1:0:1

The purpose of this course is to teach students basic knowledge of entrepreneurship over a brief period so as to raise their understanding of and interest in entrepreneurship. Students will learn about the major stages of entrepreneurship such as team construction, business models, investment hosting, and marketing.

Special Lectures on Startups

1:0:1

Consisting of lectures by invited startup experts including entrepreneurs, early investors, accelerators, and

lawyers, this course is offered in order to aid students' basic understanding of entrepreneurship through lectures on vivid field experiences ranging from the preparatory stage to investment hosting and corporate growth.

Startup Simulation Games

1:0:1

The purpose of this course is to teach students the startup processes by using the simulation games. They will learn key issues like tech-based startup, market survey, value proposition, platform business and leadership.

Key Entrepreneurial Process

2:3:3

Through this course, students will obtain deep practical understanding of fields indispensable to the initiation and growth of startups, such as business models, fund procurement process, calculation of corporate value, organizational and personnel management, growth management, corporate ruling structure, and exit strategies.

Social Venture

3:0:3

Students will learn the concept, trends and growth patterns of social ventures, which is growing fast. In addition, this course will let students understand the new venture ecosystem comprised of impact investing and accelerators.

They will get knowledge on social ventures that are working at the intersection of technology innovation such as Health tech, Ed tech, Fintech and social impact. Students will get insight from some of domestic and global social venture capitalists and impact angel investors on their investment decisions

Startup Finance

3:0:3

In this course, students will study the practical finance and accounting necessary for startups. By learning to create financial reports, they will be able to indicate corporations' state quantitatively and to use accounting information in business management. Students will also learn the methods for procuring funds necessary for corporate growth and obtain financial knowledge used in business decision making. They will learn about investors such as angel investors and venture capital as well.

Startup Marketing

3:0:3

In this course, students will learn about the process of realizing startup ideas and introducing them to the market. They will establish target markets, survey customers, and establish business models and price systems. In addition, students will study methods for enticing customers and the sales process.

Entrepreneur's Toolbox

3:0:3

This course modularizes into sets the practical tools necessary for entrepreneurs from the preparatory stage to the early management stage. Together with experts, students will learn practical knowledge of laws, patents, negotiations, and communications for entrepreneurs through actual cases and practice each module so as to be able to use it directly in the field.

Design Thinking for Startups

2:3:3

This course will present the methodology for developing innovative products/services that are demanded by the market and technologically possible based on empathy with customers. As such, it will provide an arena of action learning enabling students to learn and practice the tools for innovative activities (open innovation, design thinking, entrepreneurship). By introducing new information technology (IT) trends and work methods, this course will broaden student's perspectives and provide them with an opportunity to consider entrepreneurship as a career. In addition, students from diverse majors will conduct projects in teams and receive mentoring from corporations that invest in student entrepreneurship, thus prompting

the course to lead directly to actual entrepreneurship.

Innovation strategy practice for Startups

3:0:3

We seek to understand the nature of 'Innovation' and study innovation strategies to design innovative product and service offerings. This course is based on Edu 4.0 education system, the final project output of which is the design of innovative product and service offering.

Special Issues: Entrepreneurship & Innovation

3:0:3

Addressing broad and diverse topics in entrepreneurship and innovation that have become important for both society and industries/technology in recent years, this course will present lectures on actual issues and cases (ex: social entrepreneurship, 4th Industrial Revolution, AI, robots, uncrewed vehicles, market forecasts in diverse technological fields, big data, etc.) in order to broaden the creative and convergent perspectives of students in the Master of Entrepreneurship and Innovation Program and to enable students actively to prepare for and respond to the swiftly changing and developing business environment.