

Course Introduction

■ Outline

- For undergraduates
- Required to acquire 18 credits or more

■ 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.