



Ewha International Summer College

Course Syllabus

Innovation and Entrepreneurship

Professor:	Matthew A. Shapiro
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Home Univ.:	Illinois Institute of Technology
Dept.:	Social Sciences, Stuart School of Business

Description:	This course focuses on the process of concept and idea development, the process of using those concepts to construct the firm, and strategies for growth and success of the entrepreneurial firm. With attention to real-world success stories and cautionary tales, sub-topics to be considered include "green" entrepreneurship, the potential of public-private coordination, patent policy inefficiencies, and international collaboration.
Objectives:	By the end of this course, students will be able to: <ul style="list-style-type: none"> - assess entrepreneurship and innovation through feasibility analysis, business modeling, and competitor analysis; - identify, collect, and curate metrics for innovation; - be informed of government efforts to reduce market failures in innovation; - engage in a pseudo-entrepreneurship collaborative process.
Prerequisite/ textbook:	There are no prerequisites for this class. Required textbook: Barringer and Ireland's <i>Entrepreneurship</i> (6 th ed.), ISBN: 0134729536. Additional readings will be provided online.

Credits	3	Contact Hours	45
Week 1	6/25(Thu)	Overview of course Introduction to entrepreneurship (<i>Entrepreneurship</i> , Ch. 1)	
Week 2	6/29(Mon)	Conducting feasibility analysis (<i>Entrepreneurship</i> , Ch. 3)	
	6/30(Tue)	Developing effective business models (<i>Entrepreneurship</i> , Ch. 4)	
	7/1(Wed)	Analyzing the industry and the competition (<i>Entrepreneurship</i> , Ch. 5)	
	7/2(Thu)	Exam 1 (open book)	
Week 3	7/6(Mon)	Putting together the entrepreneurial team (<i>Entrepreneurship</i> , Ch. 9) Team construction for group projects	
	7/7(Tue)	Ethical/legal foundations for innovation (<i>Entrepreneurship</i> , Ch. 7)	
	7/8(Wed)	Financial strength and viability (<i>Entrepreneurship</i> , Ch. 10; Butos and McQuade (2006); "Big and clever") (Tentative) Guest lecturer from Korean Ministry of SMEs and Startups	
	7/9(Thu)	Exam 2 (open book)	
Week 4	7/13(Mon)	Intellectual property challenges (<i>Entrepreneurship</i> , Ch. 12; Bessen and Meurer (2008), Ch. 2)	

	7/14(Tue)	Growth strategies – Part 1 (<i>Entrepreneurship</i> , Ch. 13)
	7/15(Wed)	Growth strategies – Part 2 (<i>Entrepreneurship</i> , Ch. 14)
	7/16(Thu)	Contentious innovation policy (Alic et al. (2010); Kolhatkar (2017)) The international economics of innovation (Mathews and Hu (2007))
Week 5	7/20(Mon)	Exam 3 (open book)
	7/21(Tue)	Group project presentations Submission of group projects

Evaluation (%)	Exam 1 20	Exam 2 20	Exam 3 20	Attendance 10	Project 30
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Exams, 60% of grade (20% X 3): Exams will not be cumulative and will be open book. Possible question formats include multiple choice, completion, true/false, short answer, and essay.

Attendance, 10% of grade: Students are expected to attend every class. Students are also expected to complete reading assignments prior to class and participate in class discussions. The class is not designed as a seminar, but it inevitably becomes one when Dr. Shapiro solicits feedback from students and when students provide feedback to each other.

Innovation and Entrepreneurship Project, 30% of grade (20% write-up + 10% presentation):

For this assignment, students will work in groups as a new venture team (see Ch. 9) to conduct a feasibility analysis (see Ch. 3), develop an effective business model (see Ch. 4), and make financial estimations and projections (see Ch. 8). The write-up and presentation will be based on the formal business plan covered in detail in Chapter 6 of *Entrepreneurship*. Groups will be based on shared interests, and full details regarding this assignment will be provided on the first day of class.

Expectations of students:

- Assignments must be submitted on time for credit. Late assignments are not accepted.
- Typically, Dr. Shapiro responds to email within 24 hours. Please be patient.
- Laptops/tablets are allowed in class only for notetaking. Phones are never allowed.