

Syllabus (2022-Summer)

Course Title	Entrepreneurship and Innovation	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name Stephan Gerschewski	Department Kent Business School, University of Kent, United Kingdom (UK)	
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Office Hours Office Location			

I. Course Overview

1. Course Description

This course examines how to manage the development of innovations, to recognize and evaluate entrepreneurial opportunities to monetize these innovations, to plan specific and detailed methods to exploit these opportunities, and to acquire the resources necessary to implement these plans.

Topics include entrepreneurial thinking; innovation management; opportunity discovery and evaluation; industry and market research; business strategy; business models and business plans; and launching new ventures.

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
85%	15%	%	%	%

4. Course Objectives

By the end of the course, the students should:

- Think critically and creatively about the nature of business opportunities, resources, and industries.
- Describe the processes by which innovation is fostered, managed, and commercialized.
- Spot new business opportunities in the environment, whether by recognition, development, or creation.
- Effectively and efficiently evaluate the potential of new business opportunities.
- Assess the market potential for a new venture, including customer need, competitors, and industry attractiveness.
- Develop a business model for a new venture, including revenue, margins, operations, working

capital, and investment.

- Write a clear, concise, and compelling business plan for a new venture.
- Describe the process by which new ventures are created and launched.

5. Evaluation Systems

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
30%	30%	%	30%	%	%	10%	%

II. Course Materials and Additional Readings

1. Required Materials

Core Textbook:

Bessant, J., & Tidd, J. (2015). *Innovation and Entrepreneurship*. 3rd edition, Wiley: Chichester.

2. Supplementary Materials

Supplementary materials (e.g., case studies, journal articles, newspaper articles etc.) will be provided during the lectures.

3. Optional Additional Readings

Optional additional readings will be provided during the lectures.

III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/30)	Introduction to Entrepreneurship and Innovation
Day 2	(7/4)	Social Innovation
Day 3	(7/5)	Innovation, Globalization, and Development
Day 4	(7/6)	Entrepreneurial Creativity
Day 5	(7/7)	Sources of Innovation
Day 6	(7/11)	Developing the Business Plan
Day 7	(7/12)	Mid-term Test

Day	Date	Topics & Class Materials, Assignments
Day 8	(7/13)	Leadership and Teams
Day 9	(7/14)	Developing New Products and Services
Day 10	(7/18)	Creating New Ventures
Day 11	(7/19)	Business Models and Capturing Value
Day 12	(7/20)	Exam Revision
Day 13	(7/21)	Group Presentations
Day 14	(7/25)	Group Presentations
Day 15	(7/26)	Final Exam
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

IV. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

-Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.