Dongseo University

Division of Computer Engineering

Entrepreneurship

Instructor(s): Elena Tsomko   **Classroom:**
Office: **Class Time:**
Phone: **Office Hours:**
Email: hanguknara@gmail.com

Course Description:
This course is designed for students interested in learning about the fundamental issues related to starting and managing technology-based new ventures. The course encourages students to consider how technology-based solutions can solve economic and socially oriented problems. The basic ideas of understanding how new technologies can be involved in business and how to prepare and develop your own business will be given through this course.

Course Goals & Objectives:
The goal of the course is to learn the underlying principles of entrepreneurship. At the conclusion of this course, the successful (passing) students will be able to understand how to plan and develop a business in the IT sphere.

Course Outline:

- **Week 1 (31 Aug - 4 Sep): Introduction**

- **Week 2 (7-11 Sep) : Entrepreneurial motivation and passion**

- **Week 3 (14-18 Sep) : Creativity and Innovation**

- **Week 4 (21-25 Sep) : Identifying Market Opportunities**

- **Week 5 (28 Sep – 2 Oct) : From Idea to Opportunity**

- **Week 6 (5-9 Oct): Market development. Global marketing & sales**

- **Week 7 (12-16 Oct) : Founder's dilemma**

- **Week 8 (19-23 Oct) :** Mid-Term Week

- **Week 9 (26-30 Oct) : Entrepreneurial communication, pricing and distribution strategies**

- **Week 10 (2-6 Nov) : Building customer relationship**

- **Week 11 (9-13 Nov) : Intellectual property search techniques**

- **Week 12(16-20 Nov) : Case studies**

- **Week 13(23-27 Nov) : Case studies**

- **Week 14(30 Nov – 4 Dec) : Students' Presentations**

- **Week 15(7-11 Dec) :** Final Week

Textbook(s)
- Materials will be given for every class (articles, PPT files, etc.)

Class Website: e-Class

Course Assignments & Grading:

- *Mid-term exam : 30%*

- *Final exam : 30%*

- *Quizzes*: 10%

- *Assignments* : 5%

- *Presentation : 5%*

- *Participation 20%*

Grading Policies:

- Missed Exams: Make-up exams will be given only for valid and verifiable excuses. It is important to notify me before an exam that you must miss.
- Late work: All assignments must be submitted on the due date. Late assignments will not be accepted without the prior permission of the instructor.

Course Policies:

- Attendance: If a student has an unexcused absent, he/she loses 1 point per 50 min class from the participation score of 20. If a student misses more than one-fourth of class contact hours for any reason, he/she cannot receive credit for the course.