



Entrepreneurship and Design Thinking

Summer 2024

PROFESSOR

Dr. Younggeun Lee

ylee16@calstatela.edu

COURSE NUMBER

AAA (will be updated)

TIME AND LOCATION

Monday – Thursday; 10:00AM – 01:00PM

BLDG AA ROOM AAA (will be updated)

OFFICE HOURS

Online by appointment/ Email any time

TEXTBOOK

Barringer and Ireland. *Entrepreneurship: Successfully Launching New Ventures*. 5th edition.

COURSE DESCRIPTION

This course is an introductory course intended to provide students with a solid foundation in entrepreneurship and design thinking. Over the past decade, there has been a tremendous surge in entrepreneurship as an increasingly common career path, and it has even been adopted as a legitimate major/minor for collegiate study. During this semester, we will explore, create, assess, and critique all manner of phenomenon related to new venture development. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied to virtually any career, or even as a problem-solving process to be used throughout one's life. The principal focus of the class will be on the creation and management of new ventures, the ways that they come into being, and factors associated with their success. Based on the design thinking perspective, this is a course of many ideas and questions, and you will be encouraged to develop and defend your own set of conclusions regarding each of these issues. It is also a course that integrates a number of different disciplines, ranging from sociology and psychology to economics, finance, marketing, and operations. Further, it is a course that mixes theory with practice, and you will be challenged to apply principles, concepts and frameworks to real world situations throughout the semester.

COURSE OBJECTIVES

- Expose students to ethical, legal, and global implications of entrepreneurship decisions.
- Further develop students' related critical thinking, quantitative analysis, and general problem-solving capabilities.
- Enhance students' capacity to creatively synthesize existing ideas, concepts, or expertise to discover novel solutions and approaches.
- Provide opportunities for students to enhance their group leadership and group collaboration capabilities.
- Improve students' ability to communicate business ideas in appropriate written, oral, visual, and electronic formats.

COURSE STRUCTURE

This class will proceed by walking through the new venture creation and management process as it normally occurs: we will discuss the factors influencing the decision to become an entrepreneur, the opportunity identification and assessment phase, as well as the critical components required to move from an idea to an entrepreneurial firm. We will conclude by discussing the challenges implicit to managing and growing the firm past the startup phase. You will leave the course with a much better understanding of what it takes to become a successful entrepreneur and how to go about launching and managing a new business.

COURSE EVALUATION

The final course grade will be based on the following components:

Exam	10%
Case Study	10%
Design Thinking Project	30%
Elevator Pitch & Idea Assessment	10%
Business Plan Project	30%
Attendance/ Participation	10%
Total	100%

****Assigning Grades (Subject to change based on the Sogang policy)***

A	93%-100%	C	73%-76%
A-	90%-92%	C-	70%-72%
B+	87%-89%	D+	67%-69%
B	83%-86%	D	63%-66%
B-	80%-82%	D-	60%-62%
C+	77%-79%	F	<60%

****Exams***

We will have one exam. The exam may include multiple choice, fill-in-the-blank questions, and short essay questions. Exams will be given in the classroom during the scheduled time. All exams will be closed book and notes. Exam dates are posted on this syllabus. Failing to take a scheduled exam at the specified time will result in a zero for the exam, unless prior approval has been granted by the instructor.

****Case Study***

Throughout the semester, we will have ten (10) discussions based on case studies from the textbook. You will earn points for each case by:

1. Attend the discussion.
2. **Individually** read the assigned case during the class.
3. **A team-based/ or individual-based case study questions** will be assigned and due during the class time.
 - Students should write responses to discussion questions provided during the class time and submit the responses as a team/ or an individual before the class finishes.
 - Missing the case discussion will result in a penalty for that case discussion (0 credit).

****Design Thinking Project***

1. Students will **individually** work on ethnographic observation homework on a daily-base design improvement. Since this assignment is essential for your group work/ presentation, no assignment will be accepted after the start of the class on the date due. Late assignment will receive a 0 credit.

2. Students will **work in teams** of four to five people to complete the project during the class. The group work and presentation will be conducted during the class. A separate handout will be distributed which provides further details about the assignment.

****Elevator Pitch & Idea Assessment***

Students will **individually** pitch a new business idea to the class. These elevator pitches are to last approximately one minute and will be accompanied by a written feasibility assessment of the idea. A separate handout will be distributed which provides further details about the assignment.

****Business Plan Project***

Throughout the semester, students will make progress on a business plan project. Students will **work in teams** of four to five people to complete a business plan for a new venture that will be uniquely developed in- and outside of class. This project will consist of several different group assignments to be turned in as the course progresses, including a first stage business model canvas, set of market analysis, oral presentation, and a final written business plan report. A separate handout will be distributed which provides details about this assignment and the competition. It will take everything you learn in the class to complete the assignment successfully. Many students find this assignment to be extremely helpful in regard to their understanding of the entrepreneurial process. You'll learn how to put a new business together in a manner that maximizes its chances for success.

****Attendance & Participation***

Student participation is key to facilitating classroom learning. You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. This means reading all assignments and preparing for all cases in advance. Participation/contribution includes asking questions, answering questions, agreeing or disagreeing with points made by the instructor or your peers, providing unique insights, and providing examples of pertinent issues to the class.

CLASSROOM RULES

1. Beware that *case study* and *design thinking project* points represent 40% of the total grade of the course. These activities are conducted during the class time. Missing several class sessions will make a difference on your final grade.
2. You can use laptops and tablets to take notes during class. The use of these devices to engage in any activity unrelated to the class is not allowed.
3. The use of cell phones, headphones, and other distracting electronic devices is not allowed during class.

COMMUNICATION

Email will be considered an official form of communication. When emailing me, please use business formal style (i.e. include subject, use professional title, be concise etc.).

WEEK	DAY	TOPIC	DUE
1	07/02 (T)	Syllabus Review	
		Lec 1. Introduction to Entrepreneurship	
		Lec 2. Recognizing Opportunities and Generating Ideas	
		Case Study 1 (Lec 1. GoPro)	Case Study 1
1	07/03 (W)	Lec 3. Feasibility Analysis	
		Case Study 2 (Lec 3. Modify Watches)	Case Study 2
		New Venture Activity 1	First Screen Activity (Idea Generation)
1	07/04 (TH)	Lec 4. Developing an Effective Business Model	
		Business Model Sample Activity	
		Case Study 3 (Lec 4. TOMS)	Case Study 3
		New Venture Activity 2	
2	07/08 (M)	Lec 5. Industry and Competitor Analysis	
		Case Study 4 (Lec 5. Panera Bread)	Case Study 4
		Industry and Competitor Analysis Activity	Industry and Competitor Analysis
		New Venture Activity 3	
2	07/09 (T)	Lec 6. Writing a Business Plan	
		Case Study 5 (Lec 6. Birchbox)	Case Study 5
		Elevator Pitch	Individual Idea Assessment Submission
2	07/10 (W)	Lec 7. Unique Marketing Issues	
		Case Study 6 (Lec 7. Nest Labs)	Case Study 6
		New Venture Activity 4	
2	07/11 (TH)	Lec 8. Getting Funding or Financing	
		Case Study 7 (Lec 8. Kickstarter)	Case Study 7
		New Venture Activity 5	
3	07/15 (M)	Lec 9. Preparing a Proper Ethical and Legal Foundation	
		Case Study 8 (Lec 9. iUser)	Case Study 8
		Lec 10. Building a New Venture Team	
		Case Study 9 (Lec 10. Zappos)	Case Study 9
3	07/16 (T)	Design Thinking 1	Individual Design Thinking Project Submission
3	07/17 (W)	Design Thinking 2	
3	07/18 (TH)	Design Thinking 3	
		Case Study 10 (Lec 6. d.light)	Case Study 10
		New Venture Activity 6	
		Exam Q&A	
4	07/22 (M)	Exam	
4	07/23 (T)	New Venture Activity 7	Group Design Thinking Project Submission
4	07/24 (W)	Entrepreneurship Research and Theories	
		New Venture Activity 8	
4	07/25 (TH)	Team Project Presentations	Final Business Plan Submission
			Final Business Plan Presentation PPT Submission
			Participation Assessment Submission
** The instructor reserves the right to modify the syllabus as the semester proceeds.			