

ENT301 Understanding Startup Business
SolBridge International School of Business
Fall 2017

Course Details

Prerequisites:	None
Credit Hours:	3
Semester offered:	Fall 2017
Department responsible:	SolBridge International School of Business


Contact Hours

Class Type	Day(s)	Time	Room
Lecture & Discussion	Tue, Thu	2:30-4:00 pm	

Instructor Details

Instructor:	Young Park
Office Number:	1003
Office Telephone	042-630-8556
Consultation Hours:	Thursday 10:00-11:00 or by appointment
Email:	young.park@solbridge.ac.kr

Mission Map

Mission Based Goals 	Approximate % of Course Content	Approximate % of Assessment
Global Perspective	25%	20%
Asian Expertise	25%	20%
Creative Management Mind	40%	50%
Cross Cultural Communications	5%	5%
Social Responsibility	5%	5%
Total	100%	100%

SolBridge Mission & Course Objectives

This course is designed based on the SolBridge's mission of educating the next generation of Asian thought leaders. This course will help students to build the SolBridge mission-based goals: a Global Perspective, Asian Expertise, a Creative Management Mind, Cross Cultural Competence and a sense of Social Responsibility. These are to be the unique commitments that we of the SolBridge International School of Business should devote ourselves to. They are core to our identity and our mission.

This course aims to help students get more interested in startups and expand their knowledge about the real startup world. More specifically students will understand (1) basic steps to start a startup and (2) various current startup business cases across the industries. With the business cases, the class covers problems that the founders tried to solve, approaches the founders chose and the issues the founders faced while solving the problems. Students will be asked to think and develop their own startup ideas individually that can be further developed as a business plan in the following semester.

Teaching Methodology

The methodology includes a mix of lectures and discussions of short cases. Students are required to take responsibility for their own learning, which means students must do all the reading and homework preparation before class and be present and participate actively in the classroom.

Class Attendance and Classroom Protocol

Class Attendance: 100% attendance is expected and required. In the event of an unavoidable absence, e.g. through serious illness, please notify the instructor in advance. And students should provide documentary evidence of the reason for their absence to their academic coordinator. Students who have attendance below 80% will be considered in breach of the student code of conduct. Students are solely responsible for the make-up of any missed classes and for obtaining any class materials or assignments, which they may miss. The instructor may fail any student on the grounds of unacceptable attendance.

Computer and Cell Phones Usage in Class: Students using devices during classes are expected to only employ this technology if it is relevant to the day's lecture and discussion—for taking notes, referring to course materials, looking up information, participating in discussion, etc. It should not be used for reading irrelevant materials or sending emails, playing games, and other non-learning activity which often becomes a distraction to peers. Violations will result in a drop in grade.

Course Materials and Readings

Required Text

This course does not have any required textbook. Additional reading assignments will be sent via email.

Assessment Method

Component	Weight
1. Class Attendance	20%
2. Class Participation	60%
3. Individual Writing Assignment	20%
Total	100%

Note the following points:

1. **Class Participation:**

Each student will read the course material (at least 10 articles per class) and answer online surveys before every class. Additionally students are expected to actively participate in the discussion every class, so the number of participation will be counted for each class. If there are some extracurricular activities that are related to the course during the semester, students' participation in those activities might be counted.

2. **Individual Writing Assignment:**

Each student will write an essay by the end of day, December 5th (Tue)

(1) Problem(s) you would like to solve in our society

- Problem to whom? (Detailed information needed: Age? Gender? Nationality? Occupation? Where do they live? How many are they?)
- Why is it a problem to them? (Again, detailed and logical reason needed)
- How serious is the problem? How big is it? How important is it? (Try to create a criteria and measure/evaluate/estimate. Please present the concrete data as the logical ground)

(2) Solutions you propose for the problem(s)

- How does it solve the problem? Please explain in detail, step by step.
- How effective is it? Is it better than the existing solutions? If so, how much and why?
- Any weaknesses or limitation that the solutions have?

Course Outline

Below is a tentative outline of topics for the course.

Week	Tuesday	Thursday
Week 1	Course introduction	What is a Startup
Week 2	Why to start a startup	Food: Delivery Hero & Mangoplate
Week 3	What makes a successful startup	Fashion: Stitch Fix & Warby Parker
Week 4	How to get ideas	Real Estate: Jikbang & WeWork
Week 5	How to build a team	Transportation: Uber & The Boring Company
Week 6	How to build a product	FinTech: SoFi & Toss
Week 7	How to talk to users	Social Media: Snap
Week 8	How to grow	Health & Wellness: Noom & 23andMe
Week 9	How to raise money	Work efficiency: Evernote & Dropbox & Slack
Week 10	How to operate and manage	Politics: FiscalNote
Week 11	Culture	Contents: Spotify & SmartStudy
Week 12	Case Study	Utility: Flitto & Palantir Technologies
Week 13	Case Study	Advertising/Marketing: Cashslide & Dodo point
Week 14	Case Study	Trend to watch
Week 15	Wrap up	Wrap up

Plagiarism, Copying and Academic Dishonesty

SolBridge considers plagiarism as a serious breach of professional ethics. Plagiarism will not be tolerated in any form at SolBridge. Penalties can be as severe as expulsion from the university. To avoid plagiarism, it always best to do your own work or cite the work of others appropriate. Refer to your student handbook for a more detailed description of plagiarism and the associated penalties.

Academic Dishonesty includes but not limited to: (a) plagiarism, (b) cheating during examinations, (c) obtaining/ providing information for reports, assignments and examinations by fraudulent means, (d) falsification of information or data, and (e) false representation of others' effort as one's own. Instances of academic dishonesty will result in a fail grade for the entire course or serious disciplinary action which could include expulsion from Solbridge.

The rules on plagiarism, copying and academic dishonesty are non-negotiable.