

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	
Semester/Trimester/Others (specify approx. Start/End date)	
Course Author * Faculty proposing/revising the course	Professor Foo Maw Der
Course Author Email	mawderfoo@ntu.edu.sg
Course Title	Entrepreneurial Ecosystem
Course Code	ET5212
Academic Units	0
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

Upon completion of this course, you will know how to recognize and evaluate new venture opportunities; will understand the issues faced by entrepreneurs when starting a venture; and will have the fundamental skills and tools required for starting and growing a new business. In addition, you will know and understand the difference between an opportunity and an idea; the value proposition and how it applies to a new venture; the need for sustainable competitive advantage; and the methods to estimate profitability of a new venture. Finally, you will be able to better assess your potential and interest in becoming an entrepreneur.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Explain where and how you can be engaged in the entrepreneurial eco-system
ILO 2	Recognize and evaluate new business opportunities;
ILO 3	Describe issues faced by entrepreneurs when starting a business;
ILO 4	Map a venture's value using a business model;
ILO 5	Develop a plan for the new venture.

Course Content

Designing a business model; Estimating market size for a new product or service; Life cycles and product specifications; Customer acquisition; Building the entrepreneurial team; Cost of customer acquisition and life-time customer value;

Reading and References (if applicable)

COURSE TEXTBOOK: Bill Aulet, 2013 Disciplined Entrepreneurship, Wiley (DE) Optional Readings: Steve Blank & Bob Dorf, 2012 The Startup Owner's Manual, K&S Ranch Publishing Osterwalder & Pigneur, 2009, Business Model Generation, Wiley (BMG) Mullins & Komisar, 2009, Getting to Plan B, Harvard Business Press.

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Course introduction	1	Syllabus		
2	IdeaLab Exercise	2	IdeaLab Exercise		
3	Business Model	4, 5	Business Model Generation Chapter 1/Disciplined Entrepreneurship (DE) Chapter 2		
4	Market Considerations	2, 3	DE Chapters 2 and 3		
5	Total Assessable Market, Persona and Customers	4	DE Chapters 4, 5, & 9; Memo #1		
6	Value propositions, life cycles and product specification	4	DE Chapters 6, 7, 8, & 10; Memo #2		
7	Customer acquisition	4, 5	DE Chapters 11 to 13; Memo #3		
8	Building the entrepreneurial team	3, 5	Entrepreneur spotlight video		
9	Field project update; Guest speakers	1, 2	DE Chapter 13 and 18; Memo #4		
10	Pricing, long term value	5	DE Chapters 15 and 16		
11	Cost of customer acquisition	4, 5	DE Chapters 19, 22, and 23; Memo #5		
12	Stepping back: Intellectual property issues in new ventures	3	Individual pitch videos; Memo #6		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
13	Lessons learned presentations	2, 3, 4, 5	Memo #7		

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminars	The interactive seminar session where there is ample opportunities for open discussion on the conceptual questions raised in the class allows students to think critically and share their ideas and concepts with the class. This also allows me to get the concepts clearly through the entire class by involving students and ensure that the targeted learning outcomes are being achieved. In addition, the seminar will be used to get feedback on progress made on your field project assignments
Experiential field exercise	A unique part of this course is the experiential exercise that students will do outside of class throughout the semester. In this experiential exercise, students will have to talk to potential customers and other participants in the entrepreneurship eco-system to develop their business model. This entails creating a number of memos throughout the semester where students have to work on various parts of the business plan. These memos will also be presented in class to enable students to get feedback from the instructor and from other students.
Individual assignment(s)	The assignments require students to show an understanding of how a new venture creates value.
In-Class activities	Some learning outcomes for this course are skills which are practical in nature and cannot be achieved by reading and writing. The achievement of such learning outcomes requires hands-on experience, in-class activities provide such opportunities. In particular, the in-class activities are skill based in which students get a chance to learn how to design various parts of what makes a new venture viable.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Others([presentations] Entrepreneur spotlight video * in-class presentation; any member can present))	3		10	Individual		
2	Continuous Assessment (CA): Others([presentations] 7 memos + presentations * in-class presentation; any member can present))	2, 4, 5		35	Team		
3	Continuous Assessment (CA): Others([presentations] Lessons learnedbpresentation (* in-class presentation; any member can present))	2, 4, 5		5	Team		
4	Continuous Assessment (CA): Others([group or individual projects/evaluations] Feasibility report)	2, 4, 5		10	Team		
5	Continuous Assessment (CA): Others([class participation])	1, 2, 3, 4, 5		20	Individual		
6	Continuous Assessment (CA): Others([quiz/test] Final quiz)	1, 2, 3, 4, 5		20	Individual		

Description of Assessment Components (if applicable)

Formative Feedback

Feedback is central to this course. You will receive written feedback from me and students in the class about your presentations.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
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Course Policy

Policy (Academic Integrity)

Policy (General)

You are expected to complete all assigned pre-class readings and activities, attend all seminar classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for seminar sessions they have missed. You are expected to participate in all seminar discussions and activities.

Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a seminar, you must inform the course instructor via email prior to the start of the class.

Policy (Others, if applicable)

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