

6.2 Description of courses

Master of Science Technopreneurship and Innovation Programme – M.Sc. TIP (English)

With the aim to develop global entrepreneurs with skills and stamina to grow businesses, M.Sc. TIP has a unique teaching pedagogy that expertly combines institutionalised learning with experiential learning, immersion training and transformational experience. Through these integrative analytical education tools and dynamic simulation programs, candidates will also learn how to solve problems and make business decisions effectively.

TP6001 Entrepreneurship and Business Planning

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Focuses on the tools by which entrepreneurial ideas are generated and translated into successful enterprises, while addressing the practical aspects of business plan development and venture start-up planning.

TP6002 New Venture and Entrepreneur Marketing

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Combines sophisticated marketing approaches with practical guidance on application in entrepreneurial situations. It concerns the analysis of marketing situations, identification of problems, assessment of alternative solutions, implementation of marketing strategies and the overall planning process. The focus is on strategic decisions, which have a long-term impact on the organisation from an entrepreneur and general manager's view point.

TP6003 Venture Capital Financing

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Explores high-risk finance from the entrepreneurial and venture capital perspectives, from stages and sources of financing to cash flow management and measurement of financial performance, followed by the financing strategy of different stages of the venture life cycle.

TP6004 Intellectual Property, Technology Evaluation and Commercialisation

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Investigates models and tools for effective management of an organisation's Intellectual Property (IP), including the study of patents, trade secrets, copyrights, trademarks, related contracts; emphasising on the identification of appropriate options and methods by which firms can protect and exploit their investments in developing IP.

TP6005 Strategic Human Resource Management for New and Ongoing Ventures

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Outlines the challenges and opportunities of managing growing companies in entrepreneurial settings and emphasises practical management methods and techniques.

TP6006 Strategic Management for New Ventures and Technology Firms

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Explores the strategic tools and priorities by which entrepreneurs create and sustain the competitive advantage in today's challenging and complex business environment.

TP6007 Seminars on Special Topics in Technopreneurship

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Invited speakers and faculty experts take participants through a variety of specialised topics relating to technopreneurship and innovation.

TP6008/TP6009 New Venture Creation (Simulation): Implementing Business Strategy and Managing Growth

AUs: 3 Prerequisites: NIL

26 May 08 ~ 17 April 09

A practicum learning experience in which participants, with guidance from the instructor and entrepreneur mentors, learn to develop new businesses. Participants will assume top management roles and manage operations through several decision cycles as each team builds and runs a simulated startup company in a realistic global business setting.

TP6010 Developing New Business Models for Emerging Technologies

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

The capstone module for US Segment, which involve a S\$30,000 business plan competition judged by approximately 40 US angel investors and venture capitalists such as Encompass Ventures, Vulcan Ventures, Mandora Group, Voyager Capital and Arch Venture Partners. All venture teams will be guided by experience mentors and inventors to evaluate IP positions, conduct deep dive feasibility assessments and develop business concepts for emerging technologies created by the Nanyang Technological University (NTU), Singapore and the University of Washington (UW), Seattle.

TP 6101 Technology, Innovation and Design

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Focuses on how start-up companies manage the process of innovation for sustainable competitive advantage. Topics to be discussed cover creativity, knowledge and skills, working environment and infrastructure required for innovation, the evaluation of innovation, and the management of innovations leading to technology commercialisation. In addition, the course provides the students with an overview of human factors and its design process, introduces human factors research and design methodology, needs identification and product specifications, the generation and evaluation of ideas and concepts in the product development processes and strategies.

TP6102 Sustainable Entrepreneurial Leadership and Strategy Innovation

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Focuses on the essence of leadership, the nature of leadership, leadership models, motives and traits. It deals with leadership knowledge, skills and ability, defining vision and implementation of vision including team building, risk taking and leading change. It also focuses on the concept of strategy innovation in contrast with product or technology innovation. The concept of business design innovation is introduced in depth to help student acquire the analytical skills and knowledge of conducting a business redesign based on changing customer priorities.

TP6103 Corporate Finance and Merger and Acquisition

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Discusses about the principles of financial management in the analysis of corporate financial problems in the ongoing ventures. Topics include equity and debt financing, financial decisions and announcements, managing corporate growth, free cash flow, payout policy, financial structure policy, the market for corporate control, corporate risk management, international aspects of corporate finance and real options. The course also discloses the reasons and motivations for the new venture to use merger and acquisition strategy to

realise the growth and value for the company. It will give participants an understanding of the issues associated with M&A issues including strategy, cost, valuation, structure, finance, legal, accounting, and integration.

TP6104 Entrepreneurial Case Study Project

AUs: 3

Prerequisites: NIL

26 May 08 ~ 17 April 09

Participants are required to form teams to undertake an entrepreneurial business plan/case writing project. They are also required to prescribe teaching objective for the case and propose answers to strategic questions.

Master of Science Technopreneurship and Innovation Programme

– M.Sc. TIP (Chinese) 创业与创新硕士课程

本课程从企业生命周期的视角出发，探讨企业从起步、成长到成熟的发展过程，层层透视企业在不同时期的核心层面，包括如何从创业灵感中识别机会、制定商业计划、在创业过程中如何进行技术评估、针对不同的类型以及不同阶段的经营活动进行融资、创业战略的制定、创业团队的建设与人事管理、创业者的领导艺术、公司财务管理、以及退出机制等等。创业是个复杂而综合性很强的活动，该过程中有许多特殊的课题，需要运用跨领域的知识与能力来解决，因此，本课程将这些知识加以整合，为有志成就一番事业的人们，提供一张完整的创业地图。

TP6601 创业运筹及商业计划的撰写

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

主要讲授创业的基本概念，探讨企业的演进过程，着重介绍如何从诸多的灵感中识别和筛选创业机会，继而制定商业计划，建立企业并为公司和个人创造财富。通过学习，能够培养学生发掘创业点子的能力，将其转化为商业机会，撰写成商业计划并付诸实施；最重要的是，通过这一过程，学生将对创业要素、创业的过程，以及创业所涉及的问题有更加透彻全面的了解。

TP6602 新创企业营销

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

本科目教导在创业阶段、资源有限的情况下，如何将营销方法与商业实际相结合，将企业的产品推向市场。着重于市场环境的分析、发现问题，并探讨解决办法，营销策略的实施，以及整体营销流程的设计，其核心是战略决策，这无疑对企业的长期发展有着深远的影响。

TP6603 创业融资

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

资金是新创企业起步的燃料，基于近年来风险投资在新创企业生存与发展中所起的作用，本科目主要讲授风险投资融资的概念和方法，对公司价值的评估，以及如何同风险投资商进行谈判；同时，也介绍如何从金融机构进行融资，利用其他资金渠道协助企业的发展。

TP6604 知识产权管理和技术评估

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

本科目内容涵盖了科技成果产业化和建立高科技起步公司的精髓，首先介绍知识产权的基本概念及其在高科技行业中的重要作用，知识产权的管理方法，然后教导如何从科技成果中识别创业机会，对科技成果进行价值评估、专利许可，并探讨科技成果产业化过程中的其他相关问题。

TP6605 创业融资

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

创业型企业在成立和发展阶段面临许多财务与人事管理方面的特殊挑战：企业创业之初如何选择企业类型，基本财务制度的建立，如何利用会计报表为企业的发展提供最准确的信息；新创企业组织机构的建立，创业伙伴之间如何合作，如何激励员工，等等，面对这些机遇与挑战，创业者所应掌握的管理方法和技巧。

TP6606 新创企业战略管理

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

本科目强调创业者对战略管理原则和工具的学习和使用，从而在现今复杂而充满挑战的商业环境中保持竞争优势。

TP6607 创业特别话题讲座系列

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

创业学是一个复杂的多元学科。课程提供一系列由成功企业家、风险投资家、政府官员、律师、会计师主讲的讲座，讨论创立企业过程中的各种问题，诸如：品牌建立、特许经营、生物科技的发展、说服的艺术、创业中的矛盾等。

TP6608/TP6609 企业的诞生：商业计划的实施工 (计算机模拟)

AUs: NIL

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

本科目的目的在于帮助学生获取新创企业的建立和经营的体验。学生组成独立的团队，在导师的指导下，通过一个企业模拟系统 (Marketplace)，开创新企业、发展和实施商业策略和计划、获得风险投资，逐渐建立企业，体验真实世界中的新创企业发展周期，并随着业务发展情况进行相关的决策和经营，将所学得的管理工具和理论在仿真环境中加以应用。

TP6610 发展高新技术商业化的模式

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

学生将组成创业团队，从高科技成果目录中选择已经拥有专利的项目进行知识产权评估，并为其设计商业化的模式。

TP 6701 技术、创新与设计

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

着重于新创企业如何对发明创新的过程进行管理，从而获得绝对竞争优势。探讨的方面包括：创造，知识与技能，发明所需要的工作环境和基础设施，发明的评估，管理发明活动，促进技术成果的产业化。此外，课程为学生介绍人因科技的概貌及其设计过程，人因科技研究和设计的方法，产品需求的识别，以及产品特性，产品概念的演绎与评估，产品设计、研发过程与决策。

TP6702 可持续领导力与战略创新

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

重点讲授领导力的实质，领导力模式，动机与特性。内容包括领导艺术，领导技巧，领导能力的培养，组织愿景的描述与实现，团队的建立，风险的承担，领导变革等。课程同时也聚焦与产品和技术创新相对应的战略创

新概念，深入介绍企业设计创新的概念，以协助学生获取在不断变化的客户需求情况下，进行企业再造的分析技能和知识。

TP6703 公司财务、兼并与收购

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

分析成长期企业所面临的公司财务问题，探讨财务管理的原则。内容涵盖资产与负债资金筹措，财务决策及其发布，公司成长管理，自有现金流，付款原则，财务结构与制度，公司控制市场，公司财务风险的管理，公司理财的国际范畴和实物期权。课程同时也揭示了新创企业运用兼并与收购的策略实现成长与增值的原因和动机。课程还帮助学生理解与兼并与收购相关的事务诸如：策略、成本、评估、结构、财务、法律、会计和整合等。

TP6704 商务计划/案例分析/项目

AUs: 3

Prerequisites: NIL

7 Apr 2008 ~ 31 Apr 2009

学生独立完成一份创业案例分析。在案例分析中，学生需要体现企业创业中的问题，并提出参考答案。