

6.2 Description of courses

Minor in Entrepreneurship programme

The Minor constitutes a total of 16 academic units (AUs). It presently covers five modules which are to be taken in a sequential order. To obtain the Minor in Entrepreneurship, students must pass all modules. There are no electives.

EN101 Entrepreneurship and Accounting for New Ventures

AUs: 3, Prerequisites: NIL, Semester 1 and Special Semester

This course introduces the concepts of entrepreneurship, creativity, innovation and wealth creation, and explains these in the context of the venture creation process. Students will learn to appreciate accounting as a source of essential financial information from both managerial and prospective investor perspectives; and, how successful entrepreneurs craft operating and financial management strategies. The main project requires students to turn a raw idea into a business opportunity by developing a detailed business plan.

EN102 Marketing and Finance for New Ventures

AUs: 3, Prerequisites: EN101, Semester 1 and Special Semester

This course looks at entrepreneurial marketing concepts and methods and explores high-risk finance (from both entrepreneurial and venture capitalist perspectives, and from stages and sources of financing to cash flow management and management of financial performance). During the course we will evaluate various marketing approaches and offer practical guidance on how to apply these in entrepreneurial settings. Students will gain an understanding of the role of marketing in the wider context of strategic planning & management. In addition, students will learn to answer the crucial 'What am I selling to whom?' question through product positioning and segmentation. Student will also learn to select, develop, and evaluate new products and services, set prices to maximize profitability, and make the most efficient use of public relations and publicity during product launches and initial rollouts.

EN103 Managing New and On-going Ventures

AUs: 3, Prerequisites: EN102, Semester 1 and Special Semester

The third module in the Minor focuses on the various challenges that new ventures face. The course deepens participants' insights about the strategic and financial management process by adding additional factors into the new venture creation process, namely employees. Consequently, typical management techniques are introduced and discussed. These include: how to motivate various stakeholders to work together more effectively and efficiently; how to unleash the potential of people in one's organization, etc.

EN104 New Venture Creation and the Business Plan

AUs: 3, Prerequisites: EN103, Semester 2 and Special Semester

The aim in this module is to expose students to some of the major business decisions that entrepreneurs face when growing their ventures. Utilizing a state-of-the-art business simulator as a platform, students will set up a business, develop and implement business strategy and plans, secure investments, gradually build the business, execute typical decisions that new ventures face, manage team members, and compete with other student-run companies in a virtual business world.

As students work through the organization's life cycle, external forces and managerial dilemmas are added to the simulation. Students will gain an appreciation of the usefulness of the various tools, case studies and theories from previous courses as the new venture expands its operations and subsequently must tackle new tasks, take on additional responsibilities and make difficult decisions.

In short, EN 104 encapsulates all key aspects of prior Minor courses into a practice-oriented learning experience in which teams work independently to identify new business opportunities and develop their virtual organizations.

EN105 Entrepreneurship Seminars, Workshops and Projects

AUs: 3, Prerequisites: EN104, Semester 1, Semester 2 and Special Semester

The final module in the Minor is divided into two parts. The focus in the first part of this course is on launching a student-based small business project. The course helps students understand the critical role of opportunity creation and recognition, and practice the method of evaluating new venture concepts. Essentially this course offers a framework that integrates what students have learned in earlier parts of the Entrepreneurship Minor. Throughout this module, students will be exposed to the many 'ups and downs' that starting and operating a new business venture and/or an under-performing or turn-around company entails.

The second part of this course taps into the invaluable entrepreneurship ecosystem developed and managed by the Nanyang Technopreneurship Centre. Students will learn essential networking skills by attending genuine networking sessions in NTU and beyond. During these sessions, students will meet and mingle with venture capitalists, entrepreneurs, business leaders, technopreneurs, business angels, government officers, intellectual property lawyers and the like. Forums that students are required to attend as part of this course include the Entrepreneurship Speakers Series and the NTU Entrepreneurship & Innovation Week High Tea.

Entrepreneurship module for School of Biological Sciences

BS402 Entrepreneurship

AUs: 3, Prerequisites: NIL, Semester 1, Semester 2 and Special Semester

This specially-tailored programme will provide the fundamental concepts of entrepreneurship and deals with the entrepreneurial perspective through class discussions, case analysis and out-of-class reading. Business planning is essential to any entrepreneurial venture, whether it is to start a new business or expand an existing one. This, therefore, forms the main project for the course. However, the focus is not on the business plan itself but on the processes and tools leading to the development of the plan. The Internet and role of e-commerce in entrepreneurship and business is recognized, introduced and discussed. Similarly, the importance of technology as a source of entrepreneurial ventures will be introduced.

Entrepreneurship Module for School of Physical and Mathematical Sciences

MPS812 Entrepreneurship

AUs: 3, Prerequisites: NIL, Semester 1, Semester 2 and Special Semester

This specially-tailored programme will introduce students to the fundamental concepts of entrepreneurship. Business planning is essential to any entrepreneurial venture, whether it is to start a new business or expand an existing one. This, therefore, forms the main project for the course.

However, the focus of this course is not on the business plan itself but on the (behavioral) processes and tools leading to the development of the plan. The internet and role of e-commerce in entrepreneurship and business is recognized, introduced and discussed.

Similarly, the importance of technology as a source of entrepreneurial ventures will be introduced. Specific attention will be given to areas of chemistry, mathematics and physics that (potentially) include technology and business elements as well as applications.