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科目授業名 Course Title	Entrepreneurship and Innovation (SPRING)		
担当者 Instructor	TAJEDDINI Kayhan		
開講期 Semester / Year	2017年度 春学期	曜日時限 Timetable	火曜3限 金曜3限
教室 Room	241教室	単位数 Credits	4.0
授業コード Class Code	B4J47501E1	履修年次 Enrollment Year	2
科目ナンバリング Course Level	M-MNG401		
授業内容 Course Description	Entrepreneurship and innovation are the principal source of jobs and wealth in market economies. This course is concerned with entrepreneurship, with a special emphasis on technology transfer and wealth creation. Technology transfer is the process of taking innovations out of laboratories and finding commercial applications for those technologies. Although we will look at all kinds of entrepreneurship, the focus of the group project is on technology transfer and new venture development. The course is also concerned with explaining "how" entrepreneurship takes place as well as "why" it takes place. The "how" of new venture development is related to the entrepreneurial process.		
到達目標(授業の狙い) Objectives	a. To give students a thorough knowledge of where innovation can be found within the organization, how to recognize it, and how it can be used for competitive advantage. In other words, what makes an organization creative and innovative? b. To provide students an understanding of how they, as future leaders of innovative organizations, can recognize and harness creativity.		
授業方法 Method of Instruction	The course will be lecture, case, and discussion based. Effort will be made to make the class both challenging and exciting. We will use a combination of text and cases to explore and apply the topics. It is vitally important that you come to class prepared and ready to discuss the topics.		
準備学習 Class Preparation	Attendance is required at all scheduled class sessions, presentation and examinations.		
教科書 Text	Bruce R. Barringer, R. Duane Ireland, (2016) Entrepreneurship: Successfully Launching New Ventures, 5/E, Prentice Hall ISBN-10: 0133797198 • ISBN-13: 9780133797190		
参考文献 Reference Books	Tajeddini, K., & Mueller, S.L. (2012) Corporate Entrepreneurship in Switzerland: Evidence from a Case Study of Swiss Watch Manufacturers, International Entrepreneurship and Management Journal, Vol. 8, No.3, pp. 355-372		
授業計画 Course Outline			
第1回	Introduction to Entrepreneurship (1)	第16回	Building a New-Venture Team (1)
第2回	Introduction to Entrepreneurship (2)	第17回	Building a New-Venture Team (2)
第3回	Recognizing Opportunities and Generating Ideas (1)	第18回	Getting Funding or Financing (1)
第4回	Recognizing Opportunities and Generating Ideas (2)	第19回	Getting Funding or Financing (2)
第5回	Feasibility Analysis	第20回	Unique Marketing Issues (1)
第6回	Developing an Effective Business Model (1)	第21回	Unique Marketing Issues (2)
第7回	Developing an Effective Business Model (2)	第22回	The Importance of Intellectual Property (1)
第8回	Industry and Competitor Analysis (1)	第23回	The Importance of Intellectual Property (2)
第9回	Industry and Competitor Analysis (2)	第24回	Preparing for and Evaluating the Challenges of Growth (1)
第10回	Writing a Business Plan (1)	第25回	Preparing for and Evaluating the Challenges of Growth (2)
第11回	Writing a Business Plan (2)	第26回	Strategies for Firm Growth
第12回	Preparing a Proper Ethical and Legal Foundation (1)	第27回	Franchising
第13回	Preparing a Proper Ethical and Legal Foundation (2)	第28回	Final Presentation I

第14回	Assessing a New Venture's Financial Strength and Viability (1)	第29回	Final Presentation II
第15回	Assessing a New Venture's Financial Strength and Viability (2)	第30回	Final Exam
成績評価基準 Evaluation			
平常点% Class Evaluation	30	定期試験% Exam	70
		レポート% Report	0
		その他% Others	0
その他詳細 Details	Midterm Written Exam: 30% Active Participation: 10% Project Presentation: 20% Final Written Exam: 40%		
特記事項 Particular Note	You can use your notebooks and tablets to take notes during the class; however do not use these in a way that interferes with your class participation (i.e. checking email, chat, browsing, etc.) Please turn off your cell phone or their ringers before entering the classroom. If you need to take a call for a true emergency, please wait until you leave the classroom.		
授業に関する質問への対応 Professor Contact Hours	Tuesdays and Fridays, 16.30 to 17.30. Please always contact me in advance by email to make an appointment.		