

<b>COURSE NUMBER:</b> Vx420		<b>COURSE TITLE:</b> Business Basics for Entrepreneurs	
<b>TERMS OFFERED:</b> Summer		<b>PREREQUISITES:</b> None	
<b>TEXTBOOKS/REQUIRED MATERIAL:</b> <ul style="list-style-type: none"> <li>• Jim Collins &amp; Morten T. Hansen, "Great by Choice," Harper Business, 2011. [ISBN 978-0-06-212099-1]</li> <li>• Steven Gary Blank, "The Four Steps to the Epiphany," 3rd ed., Quad/Graphics, 2007. [ISBN 0-9764707-0-5]</li> <li>• Jack Welch, "Winning," HarperCollins, 2005. [ISBN 0-06-075394-3]</li> <li>• Peter F. Drucker, "The Effective Executive," Butterworth-Heinemann, 2007. [ISBN 978-0-7506-8507-8]</li> </ul>		<b>INSTRUCTOR:</b> Vincent Chang <b>DATE OF PREPARATION:</b> June 1 <sup>st</sup> , 2012 <b>DATE OF UC APPROVAL:</b>	
<b>INSTRUCTOR(S):</b> Vincent Chang		<b>SCIENCE/DESIGN:</b> n/a	
<b>CATALOG DESCRIPTION:</b> This course will give you the critical thinking armed with pivotal concepts to understand how entrepreneurial innovation works and how an entrepreneurial organization delivers and captures value. It will be focused on entrepreneurial innovation, leadership management, winning strategy, and risk management for building a great organization. It covers the tools needed to build a business model for an entrepreneurial venture, such as strategy, customer (market) segmentation, and value proposition. You will complete a final business project through a series of business review and present it at JI Summer Design Expo.		<b>COURSE TOPICS:</b> <ol style="list-style-type: none"> <li>1. Your Career</li> <li>2. Entrepreneurial Innovation</li> <li>3. Risk &amp; Crisis Management</li> <li>4. Leadership Management</li> <li>5. Optional Topics: <ol style="list-style-type: none"> <li>a. Managing Your Boss</li> <li>b. Biggest Secret in Business</li> <li>c. Differentiation</li> </ol> </li> </ol>	
<b>COURSE STRUCTURE/SCHEDULE:</b> Lecture: twice per week, 90 minutes each			
<b>COURSE OBJECTIVES</b> [Course Outcomes in brackets]		<ol style="list-style-type: none"> <li>1. Learn the basic methodology that will enable the students to take a concept from idea to successful business (or not).</li> <li>2. The course is designed for anyone who is planning his career, interested in entrepreneurial innovation, is thinking about starting a business venture or want to become a successful leader in a corporate world or institution.</li> </ol>	
<b>COURSE OUTCOMES</b> [Program Outcomes in brackets]		After completing Vx420, students will be able to: <ol style="list-style-type: none"> <li>1. Cultivate critical thinking skills in doing business.</li> <li>2. Grow in leadership and entrepreneurship.</li> <li>3. Deliver Business Presentation connected to the real world practices.</li> </ol>	
<b>ASSESSMENT TOOLS</b> [Course Outcomes in brackets]		<ul style="list-style-type: none"> <li>• TEAM Score: 40 points <ul style="list-style-type: none"> <li>○ Business idea presentation (Team): 5 points</li> <li>○ Winning strategy presentation (Team): 10 points</li> <li>○ Final business project presentation/JI Summer Design Expo (Team): 25 points</li> </ul> </li> <li>• INDIVIDUAL Score: 60 points <ul style="list-style-type: none"> <li>○ Final oral test (Individual): 10 points</li> <li>○ Peer evaluation: 10 points</li> <li>○ Attendance: 20 points</li> <li>○ Participation &amp; discussion: 20 points</li> </ul> </li> </ul>	