

Nanyang Technopreneurship Center

Course Title	Enterprise, Innovation, and Leadership
Course Code	CY0006
Course Coordinator	Associate Professor Marilyn Ang Uy (muy@ntu.edu.sg)
Offered	CN Yang Scholars Programme, Semesters 1 and 2
Pre-requisites	None
No of AUs	3
Contact Hours	Seminar: 39

Course Aims:

This entrepreneurship course offered by the Nanyang Technopreneurship Center has been customized for students of the CN Yang Scholars Programme. This course aims to develop a strong understanding of enterprise, innovation, and leadership principles that are relevant to the dynamic and ever-changing nature of today's business landscape. You will learn enterprising, innovative, and leadership skills which are necessary competencies for developing creative solutions to deal with challenging issues arising from the increasingly complex world we live in.

Intended Learning Outcomes:

By the end of the course, you should be able to:

1. Differentiate between ideas and business opportunities
2. Identify what great leaders do to build entrepreneurial and value-creating organizations.
3. Propose a unique technology-based product or service to address a problem/issue and conduct a feasibility analysis to determine whether the proposed idea could translate into a business venture or viable solution to societal problems.

Course Content:

1. Idea Generation and Opportunity Recognition Process
2. Business Models
3. Entrepreneurial Marketing
4. Industry and Competition
5. Customer-driven Feasibility Plan
6. Innovation: Design and Process
7. Innovation Management and Technology Commercialization
8. Entrepreneurial Leadership and New Venture Team Building
9. Organizational Culture
10. Building a Sustainable Enterprise

Assessment:

Component	Course ILO tested	Graduate Attributes	Weighting	Team/Individual	Assessment Rubrics
Participation/ Class Contribution	1, 2, 3	Character, Creativity, Competence,	20%	Individual	Appendix 1

		Civic-mindedness, Communication			
Case Analysis	1, 2	Character, Creativity, Competence, Civic-mindedness, Communication	20%	Individual	Appendix 2
Feasibility Analysis Oral Presentation	1, 2, 3	Character, Creativity, Competence, Civic-mindedness, Communication	25%	Team	Appendix 3
Feasibility Analysis Written Report	1, 2, 3	Character, Creativity, Competence, Civic-mindedness, Communication	35%	Team	Appendix 4
TOTAL			100%		

Formative Feedback:

You will be given formative feedback regarding your progress as you complete the deliverables of the course. General feedback on your presentation will also be provided at the end of the course.

Learning and Teaching Approach:

In this course, you are active learners instead of merely consumers of knowledge. As such, you are expected to be self-driven and responsible for your individual learning. Lectures will be conducted using seminar-style interactive format using various individual- and team-based activities and cases. A couple of guest speakers will be invited to share their experiences.

Reading and References:

Slides and recommended reading materials will be made available after each session.

Course Policies and Student Responsibilities:

You are expected to complete all assigned readings, activities, and projects on time. Late submissions will not be accepted. You are expected to participate actively in class discussions. Absence from class without valid reason will affect your overall course mark. Valid reasons include falling sick supported by an official medical certificate, representing the school/university for conferences, competitions, and other functions with supporting official documentation of the nature of your participation.

Academic Integrity:

Good academic work depends on honesty and ethical behavior. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honor Code,

a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the Academic Integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Course Instructor:

Instructor	Office Location	Phone	Email
Associate Professor Marilyn Ang Uy	S3-B2B-69, Nanyang Business School	67906926	muy@ntu.edu.sg

Planned Weekly Schedule:

Week	Topic	Course ILO	Readings/Activities
1	Introduction to Enterprise, Innovation, and Leadership	1,2	Lecture, Exercise
2	Idea Generation and Opportunity Recognition	1, 2, 3	Lecture, Exercise
3	Business Model, Market, Industry, and Competition	1, 2, 3	Lecture, Exercise
4	Business Model, Market, Industry, and Competition	1, 2, 3	Lecture, Exercise
5	Business Model, Market, Industry, and Competition	1, 2, 3	Lecture, Exercise
6	Customer-driven Feasibility Plan	1, 2, 3	Lecture, Exercise
7	Innovation: Design and Process	1, 2, 3	Lecture, Exercise
8	Innovation Management and Technology Commercialization	1, 2, 3	Lecture, Exercise
9	Entrepreneurial Leadership	1, 2, 3	Lecture, Exercise
10	Building a New Venture Team	1, 2, 3	Lecture, Exercise
11	Organizational Culture	1, 2, 3	Lecture, Exercise
12	Building a Sustainable Enterprise	1, 2, 3	Lecture, Exercise
13	Feasibility Analysis Presentations	1, 2, 3	Team Presentations

Appendix 1: Assessment Criteria for Participation/Class Contribution

Each student is expected to contribute to class discussions and appropriate marks will be awarded at the end of each session on the basis of the quality of one's contribution. Excellent quality comments, remarks, and questions are those that move the discussion forward by: (1) revealing important issues; (2) making decisions and offering opinions that are well thought out and logical; and (3) debating or challenging your classmates without personal attack. While it is compulsory for you to be physically present, merely showing up for class does not constitute a contribution. Marks will be awarded as follows:

Below Expectation (0-3)	Meets Expectation (4-6)	Exceeds Expectation (7-9)
Demonstrated no or little preparedness, engagement, and analytical thinking	Demonstrated some preparedness, engagement, and analytical thinking	Demonstrated impressive preparedness, engagement, and analytical thinking

Appendix 2: Assessment Criteria for Case Analysis

Each student is required to submit a written analysis of a case assigned by the instructor. The case will involve topics on innovation, enterprise, and leadership, as covered in the course. The following criteria will be used to evaluate the individual written case analysis:

- Relevance: identify key issues and highlight case facts that are critical to addressing the dilemma and offering solutions
- Rigor: articulate key issues with the use of careful, precise, and exact language; provide thorough analysis of the options available
- Realism: provide practical action steps and recommendations; refer to case facts to argue that certain options were more feasible than others
- Rationale: provide well-reasoned arguments and recommendations; evidence of critical thinking and reasoning throughout the entire case analysis
- Readability: use simple and direct language; structure and order of paragraphs are smooth and easy to follow; no grammar, spelling, and typographical errors

Marks will be awarded as follows:

Below Expectation (0-3)	Meets Expectation (4-6)	Exceeds Expectation (7-9)
Demonstrated no or little relevance, rigor, realism, rationale, and readability	Demonstrated some relevance, rigor, realism, rationale, and readability	Demonstrated impressive relevance, rigor, realism, rationale, and readability

Appendix 3: Feasibility Analysis—Oral Presentation

Each team will have 15 minutes to present the feasibility analysis followed by a Q&A session. The following criteria and marks will be used for the oral presentation:

	Below Expectation (0-3)	Meets Expectation (4-6)	Exceeds Expectation (7-9)
Clarity of presentation and flow of delivery (30%)	Unclear and unfocused	Some clarity and focus is achieved	Absolutely clear and focused
Appropriateness of the contents/materials used in the presentation (30%)	Inappropriate materials and content	Generally appropriate materials and content	Completely appropriate materials and content

Knowledge of the contents/materials presented and ability to respond to the questions (30%)	Demonstrated little/no evidence of content knowledge; lack of ability to respond to questions	Demonstrated fair content knowledge; satisfactory ability to respond to questions	Demonstrated superior content knowledge; outstanding ability to respond to questions
Mechanics: team dynamics, eye contact, hand gestures, sparing use of notes, voice control (10%)	Ineffective team dynamics, poor eye contact, excessive use of notes, poor voice control	Generally effective team dynamics; adequate eye contact, satisfactory use of notes, appropriate voice control	Highly effective team dynamics, sufficient eye contact, minimal use of notes, excellent voice control

Appendix 4: Feasibility Analysis—Written Report

Each team will have to submit a written report of the feasibility analysis. Each written report must have the following:

- Product/Service Feasibility (including technical viability)
- Market Feasibility
- Business Model Feasibility
- Organizational/Management Feasibility
- Financial Feasibility

Marks will be awarded as follows:

Below Expectation (0-3)	Meets Expectation (4-6)	Exceeds Expectation (7-9)
Missing parts; incomprehensible analysis; little to no supporting evidence	All parts are intact; generally comprehensible analysis; adequate and appropriate supporting evidence	Complete, well-developed parts; comprehensible analysis; sufficient and convincing supporting evidence

Appendix 5: Peer Evaluation for Feasibility Analysis: Oral and Written Components

Peer evaluation will be conducted after the oral presentation and submission of written reports. You will be asked to evaluate each member of your team. You will use the following to evaluate your team members using the following scale: 1=Strongly Disagree; 2=Disagree; 3=Agree; 4=Strongly Agree

	Yourself	Member 1	Member 2	Member 3	Member 4
Contributed the fair share of work					
Contributed to the team’s overall learning					
TOTAL					
Comments, if any					

Your total score will be averaged based on the number of members in the team. If your average score is 70% and above, your score for the oral and written feasibility will be the same as your team score. However, if your average score is below 70%, your score for the oral and written feasibility will be your team score less 5 marks. If your average score is below 40%, your score will be your team score less 10 marks.