

OVERSEAS ENTREPRENEURSHIP PROGRAMME (6-MONTH)

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|---------------------------|---|-----------------|---|
| Academic Year | AY21/22 | Semester | 1 |
| Course Coordinator | Dave Lim (davelim@ntu.edu.sg) | | |
| Course Code | MH4906 and MH4905 | | |
| Course Title | Overseas Entrepreneurship Programme (6-month) | | |
| Pre-requisites | None | | |
| No of AUs | MH4906 (11AU), MH4905 (10 AU) | | |
| Contact Hours | Minimum 8 hours per day, 40 hours per week | | |
| Proposal Date | | | |

Course Aims

OEP aims to give entrepreneurially-inclined students opportunities to intern in overseas startups so as to expose them to an overseas startup ecosystem. The experience allows students to interact with startup founders in the host companies, as well as key stakeholders in the startup ecosystem such as venture capital firms, angel investors, mentors and entrepreneurs. Students are required to submit a business proposal at the end of the internship, and would receive mentorship and advice from the OEP team and Nanyang Technopreneurship Center (OEP's parent NTU department).

OEP sends students to intern with companies in USA, China, Germany, Denmark, Australia, ASEAN, as well as Singapore.

Intended Learning Outcomes (ILO)

By the end of this course, students would be able to:

1. Identify market niche and value proposition of a business proposal
2. Perform market research and analysis
3. Select business and revenue model that is appropriate for a startup
4. Make business decisions based on an understanding of the startup ecosystem
5. Organise or participate in an in-country entrepreneurship event where they can engage with stakeholders in the startup ecosystem, or produce a marketing video that showcase the vibrancy of their internship city
6. Craft a business proposal that meets the requirements and addresses the concerns of prospective investors

Course Content

Topics

1. Target Market and Market Analysis
2. Business and Revenue Model
3. Business Proposal Preparation

Assessment (includes both continuous and summative assessment)

| Component | Course LO Tested | Related Programme LO or Graduate Attributes | Weightage | Team/Individual | Assessment Rubrics |
|---|-------------------------|---|------------------|------------------------|---------------------------|
| 1. Quarterly Reports to the OEP team, with details on a. Learning points from Entrepreneurship articles and Entrepreneurship events attended b. SWOT analysis of the internship company c. Overall learning points from the internship | 1 - 6 | Motivation and Development of Self and Others, Planning and Execution, Creative Thinking | 10% | Individual | Annex A-1 |
| 2. Quarterly Reports to Faculty Supervisor, with details on: a. Tasks accomplished and skills acquired b. Issues faced and solutions proposed | 1 - 4 | Written Communication, Motivation and Development of Self and Others | 45% | Individual | Annex A-2 |
| 3. Performance during the internship as assessed by Company Supervisor | 1 - 4 | Motivation and Development of Self and Others, Teamwork and Interpersonal Skills Critical Thinking Ethical Reasoning, Written Communication, Oral Communication | 15% | Individual | Annex A-3 |
| 4. Business Proposal | 1 - 6 | Creative Thinking, Critical Thinking | 30% | Individual | Annex A-1 |
| Total | | | 100% | | |

Formative Feedback

Based on the quarterly reports provided by the student, the OEP team and/or the Faculty Supervisor could provide feedback on how the student can address challenges faced during the internship.

For the Business Proposal, the OEP team will provide feedback on how it can be improved, so that it stands a higher chance of success if implemented.

Learning and Teaching Approach

| Approach | How does this approach support students in achieving the learning outcomes? |
|---------------------|--|
| On the job training | Students will be exposed to different aspects of a startup including business development, marketing, finance and sales pitch. They will be mentored by one of the founders or upper management to understand the rationale behind any decisions made. |

Reading and References

Self-directed reading based in assigned topics.

Course Policies and Student Responsibilities

Students are required to abide by both the University Code of Conduct and the Student Code of Conduct. The Codes provide information on the responsibilities of all NTU students, as well as examples of misconduct and details about how students can report suspected misconduct. The university also has the Student Mental Health Policy. The Policy states the University's commitment to providing a supportive environment for the holistic development of students, including the improvement of mental health and wellbeing. These policies and codes concerning students can be found in the following link.

<http://www.ntu.edu.sg/SAO/Pages/Policies-concerning-students.aspx>

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour 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 Instructors

| Instructor | Office Location | Phone | Email |
|------------|-----------------|-------|-------|
|------------|-----------------|-------|-------|

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|----------------------------------|--|---------------|----------------|
| Nanyang Technopreneurship Center | Research Techno Plaza 2nd Storey 50 Nanyang Drive Singapore 637553 | +65 6790 6675 | oep@ntu.edu.sg |
| Faculty Supervisors | As assigned by schools | | |

Planned Weekly Schedule

| Quarterly Schedule | Topic | Course LO | Readings/ Activities |
|------------------------------|--|-----------|----------------------|
| 1 | Target Market and Market Analysis | 1, 2 | |
| 2 | Business and Revenue Model | 3, 4 | |
| Throughout internship period | Organise or participate in an in-country group activity / Produce a marketing video | 5 | |
| 2 weeks upon return | Business Proposal Preparation and Submission | 6 | |

Appendix 1: Assessment Criteria for EG3902

Student Assessment

The assessment will be handled by OEP staff, faculty supervisor and internship supervisor (from the start-up company). Assessment is made quantifiable. The student has to pass all components in all 3 assessment forms in order to successfully complete/ pass the OEP. For unusual cases such as when a student fails a component or the supervisor is unreasonably strict, the School/ OEP staff can intervene to moderate. The OEP team will collate and compile the assessment forms of all assessors and convey the overall pass or fail grade to the respective schools for mark entry.

a. OEP staff assessment (please refer to Annex A-1): Assessment will focus on the following components:

i. Submission of 2 progress reports including 2 entrepreneurial-focused articles

This component is graded based on the article's relevancy to entrepreneurship and the learning points indicated by the student. Each article submission corresponds with each progress report that the student spends in the 6-month OEP.

Mode of communication: Student to email reports to assigned OEP staff.

ii. Organising/Participating in entrepreneurship events or produce one marketing video

The event could be of a networking nature and/or that of a workshop. The focus of this component is to immerse the student to the local start-up community to gain exposure, experience and to extend the student's network.

The marketing video will be used for publicity of the OEP. The focus of this component is to equip students with the skills required for marketing, which will be useful when they start their own business. The video can be produced at any time through the duration of the OEP and be jointly completed by all the students in the respective countries.

Mode of communication: Student to email proposal of event/ video with objectives and agenda to seek approval from OEP staff. A post-event report or video will be sent to assigned OEP staff.

iii. Business proposal

The student will produce a business proposal at the end of the internship and this component will be assessed based on the scope of the business proposal.

Mode of communication: Student to email business proposal to assigned OEP staff.

b. Faculty supervisor assessment (please refer to Annex A-2): Assessment will focus on the following components:

i. Submission of internship progress report

Faculty supervisor will assess based on the following:

- Report is clear, concise and relevant
- Clear role in the internship company
- Shows skills development in the course of the internship period

Mode of communication: Student to email report to faculty supervisor.

ii. Oral interview

This will be done on twice during the internship (3rd month and 6th month), after submission of the progress report. This section is left open-ended to allow the faculty supervisor to clarify on the written report by the student, and to check for details.

Mode of interview: The faculty and student will decide on a convenient mode of interview.

c. Internship supervisor assessment (please refer to Annex A-3): Assessment will focus on the following components:

i. Conduct

Company supervisor will assess based on the following:

- Attendance
- Personal discipline
- Initiative / motivation to learn
- Teamwork
- Quality of work produced
- Practical ability, creativity & innovation
- Work standard & ethics
- Communication ability

An open-ended “Comments” section is made available for the supervisor to provide greater details to support the above-mentioned assessment grading.

Mode of communication: OEP staff will email internship supervisor for assessment at the end of the internship.

ANNEX A-1

**Nanyang Technological University – Nanyang Technopreneurship Center
Overseas Entrepreneurship Programme (OEP)**

ASSESSMENT BY OEP STAFF

| STUDENT DETAILS | | |
|-------------------------------|---|---|
| Name: | | |
| Matric No.: | | Faculty: |
| Location: | | Period: |
| Internship Company: | | |
| 1 | Submission of entrepreneurial-focused articles (Total: 10 points / Passing mark: 5 points) | Grading |
| | 1st Article – Date: | |
| | • Article is relevant to entrepreneurship (1 point) | |
| | • Student provided learning points (approximately 1 paragraph) (4 points) | |
| | 2nd Article – Date: | |
| | • Article is relevant to entrepreneurship (1 point) | |
| | • Student provided learning points (approximately 1 paragraph) (4 points) | |
| Total component score: | | |
| 2 | Entrepreneurial event organization/participation OR marketing video development (with other students located in the same country) (Total: 10 points / Passing mark: 5 points) | Grading – Indicate 0 – 10 points |
| | Date of Event / Video Submission (10 points): | |
| | <p>Scoring guide for event organization/participation:</p> <ul style="list-style-type: none"> • Topics covered are current and relevant to startup culture and entrepreneurship (3 points). • Speakers/Facilitators are subject matter experts (3 points). • For event organization: Event is well-attended (4 points). 4 points are awarded if attendance is 5 times the number of OEP students organizing the event. For event participation: Learning of new skills by students (4 points) e.g. fast prototype development, live pitching, customer validation. Students should submit evidence of new skills acquired in terms of photos, videos or documents. <p>Scoring guide for marketing video:</p> <ul style="list-style-type: none"> • Ability to showcase an OEP internship experience and impress the audience on the merits of an overseas work stint in a startup (7 points) | |

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|---------------------------------------|---|---|
| | <ul style="list-style-type: none"> Clarity of key messages through the use of video communication, images and sounds (3 points) | |
| | Total component score: | |
| 3 | Business Proposal at the end of internship (Total: 80 points / Passing mark: 40 points) | Grading – Indicate 0 – 20 points |
| | <ul style="list-style-type: none"> Clear business concept (20 points) Articulation of a convincing problem statement or business challenge that needs to be solved, backed up with data from surveys or literature research. | |
| | <ul style="list-style-type: none"> Highlights important financial projections (e.g. sales, profits, cash flows) with defensible assumptions Clearly stated financial requirements needed to make business viable (20 points) | |
| | <ul style="list-style-type: none"> Market research on business viability & marketing/business development directions, including identification of market segments and market size (20 points) | |
| | <ul style="list-style-type: none"> Operations of the company (20 points) Skills, experience and profile of core team members Clearly defined roles and responsibilities assigned to team members Convincing portrayal of resources and funding needs to scale the business or build Minimum Viable Product (MVP). External resources needed to complement capability gaps (if any) | |
| | Total component score: | |
| Total score of all components: | | |
| Comments (If any): | | |
| Name of OEP Staff: | | Signature and Date: |

ANNEX A-2

**Nanyang Technological University – Nanyang Technopreneurship Center
Overseas Entrepreneurship Programme (OEP)**

ASSESSMENT BY FACULTY SUPERVISOR

| STUDENT DETAILS | | | |
|--|---|----------|---|
| Name: | | | |
| Matric No.: | | Faculty: | |
| Location: | | Period: | |
| Internship Company: | | | |
| 1 | Internship Progress Report (2 reports / Total: 60 points / Passing mark: 30 points) | | Grading – indicate 0 – 10 points |
| | 1st Report – Date: | | |
| | <ul style="list-style-type: none"> • Report is clear, concise and relevant (10 points) <ul style="list-style-type: none"> ○ Report is easy to understand and provides a good insight into the student's internship experience. | | |
| | <ul style="list-style-type: none"> • Clear role in the internship company (10 points) <ul style="list-style-type: none"> ○ Describe the various tasks, assignments, and projects you have undertaken during your internship ○ Explain how you have contributed to the organizational or departmental goals through these tasks/ assignments/ projects. ○ Evaluate the impact of the tasks, assignments, and projects in terms of time, finance, effort, and so on. | | |
| <ul style="list-style-type: none"> • Shows skills development in the course of the internship period (10 points) <ul style="list-style-type: none"> ○ What competency strengths and gaps did you uncover during the internship? ○ What did you do during the internship to bridge the gaps and build on your strengths? (this can take the form of seeking guidance from supervisors, colleagues or a mentor; self-directed learning and so on) <ul style="list-style-type: none"> ○ You may wish to refer to the list of skills that students are expected to have attained by the time they finish their programme of study: <ul style="list-style-type: none"> ▪ Task Skills <ul style="list-style-type: none"> • Acquisition of knowledge and skills (eg: excel; programming; etc.) • Ethical Reasoning • Critical & Creative Thinking • Problem Solving & Decision Making • Planning & Execution ▪ People Skills | | | |

| | | |
|--|---|----------------------------|
| | <ul style="list-style-type: none"> • Communication • Negotiation • Cultural Intelligence • Teamwork & Interpersonal • Motivating & Developing Self and/or Others | |
| 2nd Report – Date: | | |
| | <ul style="list-style-type: none"> • Report is clear, concise and relevant (10 points) <ul style="list-style-type: none"> ○ As above. | |
| | <ul style="list-style-type: none"> • Clear role in the internship company (10 points) <ul style="list-style-type: none"> ○ As above. | |
| | <ul style="list-style-type: none"> • Shows skills development in the course of the internship period (10 points) <ul style="list-style-type: none"> ○ As above. | |
| Total Score: | | |
| 2. Oral Interview Date of oral interview for 1st report: Comments: Date of oral interview for 2nd report: Comments: | | |
| Name of Faculty Supervisor: | | Signature and Date: |
| | | |

ANNEX A-3**Nanyang Technological University – Nanyang Technopreneurship Center
Overseas Entrepreneurship Programme (OEP)****ASSESSMENT BY INTERNSHIP SUPERVISOR**

| STUDENT DETAILS | | | |
|---|--|----------|----------------------------|
| Name: | | | |
| Matric No.: | | Faculty: | |
| Location: | | Period: | |
| Internship Company: | | | |
| Conduct (Total: 40 points / Passing mark: 20 points) Please indicate the desired point for each component below, with 5 being the highest grade and 0, the lowest. | | | Grading (0 – 5) |
| 1 | Attendance (Punctual and infrequent absence from work) | | |
| 2 | Personal Discipline (Sets goals and agrees on tasks with supervisor, completes tasks on time, timely reporting of work progress) | | |
| 3 | Initiative/motivation to learn (asks relevant questions, learns from mistakes, takes initiative to solve problems) | | |
| 4 | Teamwork (Timely communication with team members, demonstrates enthusiasm to work in teams, resolves conflicts openly and objectively, engages in respectful relationships with team members) | | |
| 5 | Quality of work produced (vs quality as expected by supervisors) | | |
| 6 | Practical ability, creativity & innovation (identifies issues accurately, ability to break down tasks into manageable pieces, suggests workable solutions) | | |
| 7 | Ethics (Adherence to company rules and regulations, does not engage in questionable behavior such as sharing of confidential information, displays a good work attitude, represents NTU well as an OEP intern) | | |
| 8 | Communication ability (Participates actively in team discussions, able to effectively bring pertinent points across orally and in writing) | | |
| Total Score: | | | |
| 2. Comments (If any): | | | |
| Name of Internship Supervisor: | | | Signature and Date: |