

ET9135 BUSINESS VENTURE IMPLEMENTATION

Academic Year	2020 – 2021	Semester	2
Course Coordinator	Roderick Chia		
Course Code	ET9135		
Course Title	Business Venture Implementation		
Pre-requisites	ET9131, ET9132, ET9133, ET9134		
No of AUs	3		
Contact Hours	Workshop sessions – 33 hours (Lecture: 2 x 3h; TBL: 2 x 3h; PBL: 3 x 7h) Seminar sessions – 6 hours (Lecture: 2 x 2h; Report writing: 2h)		
Proposal Date	15 April 2020		

Course Aims

PART A: This module allows students to experience the critical role of opportunity creation & recognition, and to practice the method of evaluating new venture concepts. Essentially this course 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.

PART B: The objectives of the course are to cultivate the proactive mindset of the students to tap into the entrepreneurial ecosystem in Singapore, to meet & mingle with venture capitalists, entrepreneurs, business leaders, business angels, government officers, and intellectual property lawyers. This will facilitate students to explore potential business ideas in forums where like-minded people meet. In addition, students will get to experience the importance of networking & professionalism.

Intended Learning Outcomes (ILO)

Upon the completion of this course, you should be able to:

1. Create a new business having mixed with like-minded people and established network of "potential helpers"
2. Identify and connect the real problems in start-ups and business ventures
3. Apply principles in business management such as marketing, human resource management, leadership skills, and negotiations
4. Recognize the importance of opportunity identification and feasibility analysis
5. Apply and relate the theories and skill-sets learnt to real business
6. Recall and analyse first-hand knowledge of entrepreneurial ventures
7. Assess business opportunities

8. Associate problems faced by other entrepreneurs and how they handle the problems
9. Reflect the importance of attending seminars and networking

Course Content

Part A

1. Introduction & Idea Sharing
2. Blogging & Project Idea Update
3. Submission of Business Plan Report
4. Business Plan Presentation
5. Business Project Development (I) & (II)
6. Consultation (I) & (II)
7. Business Showcase
8. Submission of Individual Report & Intra-Group Peer Appraisal

Part B

Students are required to attend 2 events; one external and one NTU event. The event may be a seminar, a workshop or a conference that is related to entrepreneurship.

To be counted as an event, it must have a minimum duration of 3 hours. For events attended that are shorter than 3 hours, the sum total of the events must add up to the minimum requirements. In any case, an event should not be shorter than one hour.

A reflection report shall be written to present the events and learning points.

Assessment (includes both continuous and summative assessment)

Component	Course ILO Tested	Related Programme LO or Graduate Attributes	Weighting	Team/Individual	Assessment rubrics
1. Part A: Business Plan	1,2,3,4,5,6	Communication, Leadership, Teamwork, Mutual Respect, Character, Competence, Innovation, Interdisciplinary synthesis, Professionalism, Creativity, Presentation	25%	Team	Appendix 1
2. Part A: Blog	2,3,5	Communication, Mutual	25%	Individual	

		Respect, Character, Self- discipline, Creativity Problem Solving, Knowledge, Curiosity, Initiative			
3. Part A: Reflection report	1,7,8,9	Competence , Self- discipline	10%	Individual	
4. Part B: Reflection Report II a) Report Presentation, format b) Language c) Description of events d) Discussion/Suggestion/ Learning points	1,2,5,6,7, 8,9	Communicat ion, character, creativity, competence	5% 5% 15% 15%	Individual	
Total			100%		

Formative feedback

You will receive formative feedback through written responses to your Business Plan Presentation and verbal feedback through in-class discussion.

Learning and Teaching approach

Approach	How does this approach support students in achieving the learning outcomes?
Project Discovery	The course adopts the “Project Discovery” approach, which focuses on inculcating a culture of proactive individual and collaborative learning. The roles of the instructors are to facilitate discussion and to guide you to acquire fundamental concepts and theories. You are expected to adopt, adapt and synthesize the acquired concepts and theories into practice.
Business Plan Report	The business plan report is designed to give you formative feedback on your business project, which will assist you to develop their analysis and argument for the business showcase. Moreover, the proposal is designed to deepen your skills and application of theories in developing your own business venture.
Group Work	This will provide opportunity for you to learn from one another and to become active participants in their learning. With group based work helps students will develop skills valued by employers (such as problem solving, negotiation, conflict resolution, leadership, critical thinking and time management)
Student presentations	You will present your research and findings to the whole class. This supports peer-learning as well as developing research and presentation skills.

Consultations	You will be provided with direction in your research and explorations and will be guided to focus on the main learning outcomes. This will permit feedback on your project.
Reflection Report	The individual reflection report brings together the competencies in primary source analysis and test your ability to draw connections between class room lesson and real world execution. It is thus designed to assess your evaluation and analysis skills, as well as your understanding.

Reading and References

1. *Bruce R. Barringer, & R. Duane Ireland R. D. (2012) Entrepreneurship: Successfully Launching New Ventures, 4th Edition, Prentice Hall.*

Course Policies and Student Responsibilities

Here are THREE examples. Please adapt to your needs.

(1) General

Students are expected to complete all assigned pre-class readings and activities, attend all seminar classes punctually and take all scheduled assignments and tests by due dates. Students are expected to take responsibility to follow up with course notes, assignments and course related announcements for seminar sessions they have missed. Students are expected to participate in all seminar discussions and activities.

(2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

(3) Absence Due to Medical or Other Reasons

If you are sick and not able to attend a quiz or midterm, you have to submit the original Medical Certificate (or another relevant document) to the administration to obtain official leave. In this case, the missed assessment component will not be counted towards the final grade. There are no make-up quizzes or make-up midterm.

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
Roderick Chia	Nanyang Technopreneurship Center, Research Techno Plaza, 2 nd Storey, BorderX Block *By appointment only	6790 6675	mail@roderickchia.com
Adrian Chye	Nanyang Technopreneurship Center, Research Techno Plaza, 2 nd Storey, BorderX Block *By appointment only	6790 6675	adrian@media-freaks.com

Planned Weekly Schedule

Week	Topic	Course ILO	Readings/ Activities
1	Introduction & Idea Sharing	2,4,5,6	In-class lecture, discussions and group formation
2,4,6,8,10,12,14,16,18,20,22	Blogging & Project Idea Update	2,3,5	Update of project progress fortnightly
4	Submission of Business Plan Report	1,2,3,4,5,6	
4	Business Plan Presentation	1,3,4,5	Group Presentation
5,6,7,8,9,10	Business Project Development (I)	2,3,4,5	
11	Consultation (I)	2,3,4	
12,13,14,15,16,17,18,19	Business Project Development (II)		
20	Consultation (II)	2,3,4	
24	(i) Business Showcase (ii) Submission of Individual Report & Intra-Group Peer Appraisal	1,2,3,4,5,6,7,8,9	Presentation; Report submission; peer appraisal evaluation

Appendix 1: Assessment Criteria for Part A

Part A of the module contribute 60% of the assessment.

Students will form groups of 5-7 students and each group students are required to launch an actual business or fulfill a project of entrepreneurial endeavour. They shall be assessed through

1. Business Plan (25%) - written business plan, business plan presentation with inter-group peer appraisal;
2. Blog (25%) - progress and process updating through online blogging with intra-group peer appraisal at the end of module; as well as
3. Reflection Report (10%) – a reflection report at the end of the module.

Business Plan assessment is done as group assessment, Blog and Reflect Report is individual assessment.

Business Plan: 25%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(1) Business Plan – 25% Clarity, easy to understand format, Follow Instruction, Business Model and Strategy, Marketing Plan, Operational Plan, Financial Plan, Sound Exit Strategy	20-25%	15-20%	10-15%	5-10%	0% - 5%

Blog: 25%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(2) Blog – 25% Blogging on whether the Business Plan has been implemented, the achievements, the problems encountered and what are done generally.	20-25%	15-20%	10-15%	5-10%	0% - 5%

Reflection Report: 10%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(3) Presentation – 10% Personal reflection on what you have learned from the venture and entrepreneurship . How does this affect your future plans?	8-10%	6-8%	4-6%	2-4%	0% - 2%

Appendix 2: Assessment Criteria for Part B

Part B of the module contribute 40% of the assessment.

Students are required to submit a consolidated reflection report on all the seminars attended individually. They shall be assessed through

1. Report presentation, format (5%) -
2. Language (5%) – Flow of report, grammatical errors
3. Description of events (15%) – a reflection report at the end of the module
4. Discussion/learning points/suggestion (15%) – Relevance, areas of learning, depth of analysis

Presentation, format: 5%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(1) Presentation, format – 5% Clarity, easy to understand format, Consistent	4-5%	3-4%	2-3%	1-2%	0%-1%

Language: 5%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(2) Language, format – 5% Flow of content, consistent usage of tenses, minimal grammar errors	4-5%	3-4%	2-3%	1-2%	0% - 1%

Description of events: 15%

Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(3) Description of events – 15% Relevance of events, structured events in a coherent and logical manner	12-15%	9-12%	6-9%	3-6%	0% - 3%

Discussion/learning points/suggestions: 15%					
Criteria	Far exceed expectation	Exceed expectation	Meet expectation	Below expectation	Far below expectation
(5) Discussion/learning points/suggestions – 25% Presents and analyses gathered information, make appropriate analysis of events, depth and relevance of learning points, make thoughtful and practical recommendations	12-15%	9-12%	6-9%	3-6%	0% - 3%