

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

Expected Implementation in Academic Year (New format)	AY2018-2019
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1
Course Author * Faculty proposing/revising the course	NTUitive Pte. Ltd.
Course Author Email	oep@ntu.edu.sg
Course Title	Overseas Entrepreneurship Programme (6 months)
Course Code	ES4006
Academic Units	11
Contact Hours	1040
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	NIL
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

The programme aims to give entrepreneurially-inclined students opportunities to intern in overseas start-ups so as to expose you to an overseas start-up ecosystem. It is hoped that this experience would encourage you to start your own entrepreneurial ventures, and in the process, create a new engine of growth for Singapore in the new “economic order”. Every returning student has to fulfil the obligation of submitting a business proposal and this could be the beginning of your entrepreneurial journey.

This programme encompasses an internship at an overseas start-up company (through NTUitive). You can choose to incorporate an overseas exchange (through OGEM). It has been implemented in the UK, USA and China with the longer term plan of expanding it to other countries in Europe and to Israel.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Identify market niche and value proposition
ILO 2	Perform market research and analysis
ILO 3	Select business and revenue model that is appropriate for a start-up
ILO 4	Make business decisions based on an understanding of start-up ecosystem
ILO 5	Produce a marketing video or plan a networking event
ILO 6	Craft a business proposal that meets the requirements and addresses the concerns of prospective investors

Course Content

Overseas Entrepreneurship Programme (6-month) 1. Target Market and Market Analysis 2. Business and Revenue Model 3. Business Proposal

Reading and References (if applicable)

Self-directed reading based on assigned topics

Planned Schedule

Week or Session	Topics or Themes	ILO	Delivery Mode	Activities	Readings
1	Target Market and Market Analysis	1, 2			
2	Business and Revenue Model	3, 4			
3		5		Produce a marketing video for OEP or organize an entrepreneurship event as a batch (Once throughout internship period)	
4		6		Submission of Business Proposal (2 weeks upon return)	

Learning and Teaching Approach

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

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Description of Assessment Component	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Others([assignments (e.g. term paper, essay)] NTUitive Staff Assessment)	1-6	Competent, Communication, Character (Integrity), Creative (Entrepreneurship)	10		Individual		
2	Continuous Assessment (CA): Others([assignments (e.g. term paper, essay)] Faculty Supervisor Assessment)	1-4	Competent, Communication, Character (Integrity), Creative (Entrepreneurship)	45		Individual		
3	Continuous Assessment (CA): Others([assignments (e.g. term paper, essay)] Company Supervisor Assessment)	1-4	Competent, Communication, Character (Integrity), Creative (Entrepreneurship)	15		Individual		
4	Continuous Assessment (CA): Others([group or individual projects/evaluations] Business Proposal Grading)	1-6	Competent, Communication, Character (Integrity), Creative (Entrepreneurship)	30		Individual		

Description of Assessment Components (if applicable)

Formative Feedback

You will be informed of the areas that you need to improve on based on the grading from the Faculty Supervisor and Company Supervisor.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
-----------------------	-------

Course Policy

Policy (Academic Integrity)

Policy (General)

Policy (Absenteeism)

Policy (Others, if applicable)

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>

Last Updated Date: 21-05-2026 15:12:34

Last Updated By: Nani Harniwati