한국과학기술원
기술경영전문대학원 (I&TM)
강의계획서, 2018 년도 가을학기

강의 정보

- 제목: **기업가정신 (Entrepreneurship)**
- 번호: **ITM502**
- 선수과목: 없음
- 강의시간: 금요일, 19:00 – 22:00
- 강의실: (N5)기술경영전문대학원, 2113 호
- 웹 페이지: http://klms.kaist.ac.kr/

담당 교수

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강의 목적

이 과목은 기업가정신(Entrepreneurship)을 배우고 사례연구(Case Study) 를 수행합니다.

- 기업가정신의 학습 및 기업가적 마인드 함양
- 스타트업 창업 방법의 학습
- 기업가정신 Case Study Project 실습
- 팀/개인 프로젝트 결과에 대한 발표 및 토론 실습
- 기업운영 원리의 학습

기대 효과

- 기업가정신과 스타트업 창업의 이해
- 사업기회를 어떻게 발굴하고, 어떻게 사업으로 만드는지 방법의 이해
- Case Study 프로젝트 실습을 통한 기업가정신과 스타트업 창업의 이해
- 팀/개인 프로젝트의 발표 및 토론 실습을 통한 커뮤니케이션 능력 향상
- 기업운영 원리의 이해

강의 자료

교과서 (Required Text Books)

1. "Technology Ventures: From Idea to Enterprise," Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson, 2014.
2. "Lessons Learned from Leading Entrepreneurs," Todd A. Finkle, 2012.

추천 도서 (Recommended Reading)

1. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business," Eric Ries, 2011. (한글 번역본: "린 스타트업,"이창수·송우일 옮김, 인사이트, 2012)
2. "Blue Ocean Strategy," W. Chan Kim, Harvard Business School Pr, 2005. (한글번역본: "블루오션전략 확장판," 김현정, 이수경 옮김, 2015)
3. "Good to Great: Why Some Companies Make the Leap … and Others Don't," Jim Collins, 2001. (한글번역본: "좋은 기업을 넘어 … 위대한 기업으로," 이무열 옮김, 김영사, 2005)
4. "Built to Last: Successful Habits of Visionary Companies," Jim Collins and Jerry Porras, 2004. (한글 번역본: "성공하는 기업들의 8 가지 습관," 워튼포럼 옮김, 김영사, 2002)
5. "Zero to One: Notes on Startups, or How to Build the Future," Peter Thiel and Blake Masters, 2014. (한글번역본: "제로투원," 이지연옮김, 한국경제신문, 2014)
6. Textbook #1 "Technology Ventures: From Idea to Enterprise," Ch.1~Ch.6 (pp.1-137) 의 내용중 수업시간에 강의하지 않은 부분.

참고 도서 (Additional Reading)

-. "Startup Evolution Curve," Donatas Jonikas, 2017.
-. "Launching New Ventures: An Entrepreneurial Approach," Kathleen R. Allen, 2016.
-. "Entrepreneurship: A Real-World Approach," Rhonda Abrams, 2012.
-. "New Venture Creation," Entrepreneurship for the 21st Century, Stephen Spinelli, Robert J. Adams, 2015.
-. "Technology Entrepreneurship: Taking Innovation to the Marketplace, Second Edition," Thomas N. Duening et al., 2014.
-. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup," Bill Aulet, 2013. (한글번역본: "스타트업 바이블," 백승빈 옮김, 비즈니스북스, 2014)
-. "Business Model Generation," Alexander Osterwalder and Yves Pigneur, 2010. (한글 번역본: "비즈니스모델의 탄생," 유효상 옮김, 타임비즈, 2011)
-. "The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company," Steve Blank and Bob Dorf, K and S Ranch Inc., 2012. (한글번역본: "기업 창업가 매뉴얼", 김일영, 박찬, 김태형 옮김, 에이콘, 2014)
-. "Running Lean Second Edition," Ash Maurya, O'Reilly Media, 2012. (한글 번역본: "린 스타트업 : 실리콘밸리를 뒤흔든 IT 창업 가이드", 위선주 옮김, 한빛미디어, 2012)
-. "Value Proposition Design: How to Make Stuff People Want," Alexander Osterwalder et al., 2014.

-. “Innovator’s Dilemma – When New Technologies Cause Great Firms to Fail,” Clayton Christensen, Harvard Business School Pr, 1997.
(한글번역본: “성공기업의 딜레마,” 노우호, 모색, 1999)

-. “The Buffettology Workbook: Value Investing the Warren Buffett Way,” Mary Buffett and David Clark, 2001.

-. “The Essays of Warren Buffett: Lessons for Corporate America,” Fourth Edition, by Warren E. Buffett (Author), Lawrence A. Cunningham, (Author, Editor), 2015.
(한글번역본: “워렌버핏의 주주서한,” 이건 옮김, 서울문화사, 2015)

-. “Berkshire Beyond Buffett: The Enduring Value of Values,” (Columbia Business School Publishing), Lawrence A. Cunningham, Oct 21, 2014. (한글번역본: “버크셔 해서웨이,” 오인석 옮김, 이레미디어, 2016)

-. “Get Your Life! : A Quick & Easy Guide to Help You Set Goals and Write Personal Mission & Vision Statements to Live Your Dreams,” Norissa Williams, 2015.

-. “기업가정신 2.0,” 이민화, 창조경제연구회, 2016

평가 기준

Attendance/Participation	20%
Reports (Case, Final)	50%
Final Exam	30%
Total	100%

- 상세 평가기준 별도 공지 예정

강의 계획표

주	날짜	주제	읽기, 숙제
1	8/31	* Introduction to the Course (T-Model) * Why Entrepreneurship? 1.1 Introducing Entrepreneurship	
2	9/7	* Team Building * Guide to Reports & Projects 1.2 Economics and the Firm 1.3 Creative Destruction	Team Building
3	9/14	2.5 Opportunity Evaluation 3.1 Vision 3.2 Mission Statement 3.3 Value Proposition	

4	9/21	추석연휴	NO CLASS
5	9/28	*Discussion of CR #1 3.4 the Business Model	CR#1 (Team)
6	10/5	4. Competitive Strategy * Venture Formation	
7	10/12	*Discussion of CR #2 * Basics of Financial Analysis (1)	CR#2 (Team)
8	10/19	(No Class) 중간고사 기간	(CR#3로 대체)
9	10/26	* Basics of Financial Analysis (2) + Case Studies on KOSPI & KOSDAQ * Valuation of a Business + Case Studies on Warren Buffet(1)	
10	11/2	*Discussion of CR #3 * CR#4 Reporting Guide + Case Studies on Warren Buffet(2)	CR#3 (Team)
11	11/9	*Understanding of Lean Startup	
12	11/16	*Discussion of Mid CR #4 (Quantitative) *Venture Creation 24 Step Framework * Bonus Topic: Product-Market-Fit Validation +Customer Discovery	Mid CR#4 (Personal)
13	11/23	*Building a Company Culture	
14	11/30	*Discussion of Final CR #4 (전원발표, 토론)	Final CR#4 (Personal) (평가 가중치 2배)
15	12/7	*Discussion * Bonus Topic: Leadership & Human Relation Management * Closing Summary	*Personal Goal, Vision & Plan
16	12/14	Final Exam	FR(update CR#4) Final Evaluation

이 계획표는 사정에 따라 바뀔 수 있습니다.

수강 요건

Academic Honor Code of BTM (School of Business and Technology Management)

Academic integrity and honesty are critical values of KAIST community. It is essential to the academic integrity of this community that students do their own work and properly acknowledge the ideas, sources, and assistance upon which that work is based. As a member of KAIST BTM community, all students including those who take BTM courses are expected to adhere to the principles of truth, integrity, and respect. Failure to comply with the Honor Code may result in disciplinary action including the failure of the course.

Academic dishonesty includes but is not limited to the following:

- **Cheating**: Copying from another's examination paper, solutions, assignments, or allowing another to copy from one's own.
- **Plagiarism**: Using another person's original work without giving appropriate credit to or acknowledging the authors or sources
- **Self-plagiarism**: Submitting one piece of work in more than one course without the explicit permission of the instructors involved.
- **Misrepresentation of authorship**: Submitting work as one's own which has been prepared by or purchased from another.
- **Unpermitted collaboration or aid**: Giving or receiving unpermitted aid on exams or assignments.

Any member of the BTM community who believes that violation of academic dishonesty has occurred should bring the matter to the attention of the department chair. The department chair will assign members of Academic Review Committee (학사심의회) to conduct a thorough investigation and, if necessary, request a due process to university.