

한국과학기술원
기술경영전문대학원 (I&TM)
강의계획서, 2020 년도 봄학기

Course Information

- Course Title: 벤처창업의 이론과 실제
(Formation and Implementation of Entrepreneurial Ventures)
- Course Number: ITM610
- Prerequisites: ITM502 기업가정신 (Entrepreneurship).
본 과목은봄학기에만 개설됨. ITM502 기업가정신 과목을
수강한 석사 2 학기 이상의 학생을 대상으로 함.
The lecture will be given in Korean.
- 강의시간: 토요일, 13:00 – 16:00
- 강의실: (N5)기술경영전문대학원, 2113 호
- Course Web Pages: <http://klms.kaist.ac.kr/>

Instructor Information

- Name: Jeongho Yoon (윤정호)
- Office: Building N5, Room 2119
- Phone: 042-350-4913
- E-mail: jhyoon4u@kaist.ac.kr
- Office Hours: (Thursday, 14:00 – 16:00) or by appointment
- T.A.: 남용원 (nam0914@kaist.ac.kr) (010-2017-8804)

Course Description and Learning Objectives

This course is designed to learn and practice Venture Creation. The learning objectives are to:

- Learn the fundamental theory and principles for Venture Creation;
- Understand the startup creation processes;
- Practice the startup creation processes through a virtual startup project;
- Practice the high tech venture creation through a team-based project;
- Develop entrepreneurship and entrepreneurial minds.

Expected Learning Outcomes

At the successful completion of this course students will be able to:

- Understand the basic principles for a technology startup;
- Understand the processes to start a business with technology;
- Write and discuss the progress reports obtained from virtual startup team projects;
- Identify the keywords to understand the strategy to start a venture business;
- Identify and understand the context of the framework to start a venture business.

성적부여 방식

- 기존 A-F 방식 외에 S/U 성적부여 방식을 추가하여 병행
- 기존 A-F 방식을 기본 성적부여 기준으로 하되,
이번 학기에 비대면 강의를 진행한 특수한 사정을 고려하여,
학교에서 정한 기한내에 S/U 방식을 신청한 학생의 경우에 한하여,
그 사유와 증빙서류를 제출한 경우에 사전 협의를 통해 S/U 방식으로 평가.

평가 기준

<p>기말고사 대면시험 으로 진행할 경우</p> <p>(종전 평가 기준과 동일)</p>	<table> <tr> <td>Attendance/Participation</td><td>20%</td></tr> <tr> <td>(출석 60: 참여도 40)</td><td></td></tr> <tr> <td>Reports</td><td>50%</td></tr> <tr> <td>(팀프로젝트는 Peer Evaluation 30% 반영)</td><td></td></tr> <tr> <td><u>Final Exam</u></td><td><u>30%</u></td></tr> <tr> <td>Total</td><td>100%</td></tr> </table>	Attendance/Participation	20%	(출석 60: 참여도 40)		Reports	50%	(팀프로젝트는 Peer Evaluation 30% 반영)		<u>Final Exam</u>	<u>30%</u>	Total	100%
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<p>그 이외의 경우</p>	<table> <tr> <td>Attendance/Participation</td><td>30%</td></tr> <tr> <td>(출석 60: 참여도 40)</td><td></td></tr> <tr> <td>Reports</td><td>70%</td></tr> <tr> <td>(팀프로젝트는 Peer Evaluation 30% 반영)</td><td></td></tr> <tr> <td><u>Total</u></td><td><u>100%</u></td></tr> </table>	Attendance/Participation	30%	(출석 60: 참여도 40)		Reports	70%	(팀프로젝트는 Peer Evaluation 30% 반영)		<u>Total</u>	<u>100%</u>		
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<u>Total</u>	<u>100%</u>												

- No Mid-term exam (Replaced with the Progress Reports.)
- Details of Evaluation Guideline will be announced during the class.

Course Requirements

- * 본 과목은 봄학기에만 개설됨.
- * 본 과목은 ITM502 기업가정신 (Entrepreneurship) 과목을 수강한 석사2학기 이상
의 학생을 대상으로 함.
- * The lecture will be given in Korean.

Tentative Course Schedule

Week	Date	Topic	Reading, Assignment
1	3/21	Introduction to the Course Step0: Getting Started * Course Guide (Team Building, Reports & Presentation) *Discussion for Team Building	
2	3/28	(*Self-Introduction) *Team Building *Guide to Team Project Proposal Step1_pre: Market Segmentation Step1_AB: Market Segmentation Step1_C: Market Segmentation *Team Discussion for Project Proposal	(*Self-Introduction) *Team Building
3	4/4	*Presentation of Team Project Proposal Step2: Select a Beachhead Market Step3: Build an End User Profile	Team Project Proposal
4	4/11	Step4: Calculate TAM Size for Beachhead Market Step5: Profile the Persona for the Beachhead Market Step6: Full Life Cycle Use Case *Team Discussion for PR#1	
5	4/18	*Presentation & Discussion of PR#1 (Project & Market Selection) Step7: High-Level Product Specification Step8: Quantify the Value Proposition	PR#1 (Project & Market Selection) (Step1~Step4)
6	4/25	Step9: Identify Your Next 10 Customers Step10_AB: Define Your Core Step11: Chart Your Competitive Position *Team Discussion for PR#2	
7	5/2	* Presentation & Discussion of PR#2 Step12: Determine the Customer's Decision-Making Unit Step13: Map the Process to Acquire a Paying Customer	PR#2 (Step5~Step10) Including a Brochure (Step7)
8	5/9	(no class) (Mid-term Exam Period) Self-research on Competitors or Similar Businesses: ①Core (including IP &	(Replaced with PR's)

		Technology), ②Competitive Position, ③ Business Model, ④Pricing Framework	
9	5/16	Step14: Calculate the TAM Size for Follow-on Markets Step15: Design a Business Model Step16: Set Your Pricing Framework *Team Discussion for PR#3	
10	5/23	* Presentation & Discussion of PR#3 Step17: Calculate the Lifetime Value (LTV) of an Acquired Customer	PR#3 (Step11~Step16)
11	5/30	Step18: Map the Sales Process to Acquire a Customer Step19: Calculate the Cost of Customer Acquisition (COCA)	
12	6/6	(현충일, No Class)	
13	6/13	Step20: Identify Key Assumptions Step21: Test Key Assumptions Step22: Define the Minimum Viable Business Product (MVBP)	
14	6/20	Step23: Show That “The Dogs Will Eat the Dog Food” Step24: Develop a Product Plan *Team Discussion for PR#4	
15	6/27	* Presentation & Discussion of PR#4 *Bonus Topic: Windows of Opportunity and Triggers *Closing Summary *AACSB AOL 측정	PR#4 (Step17~ Step24)
16	7/4	Final Exam	Final Evaluation

This schedule is subject to change if necessary.

Course Materials

Required Text Books

1. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup," Bill Aulet, 2013. (한글번역본: "스타트업 바이블," 백승빈 옮김, 비즈니스북스, 2014)
2. "Disciplined Entrepreneurship Workbook," Bill Aulet, 2017

Additional Reading

1. "Technology Entrepreneurship: Taking Innovation to the Marketplace, Second Edition," Thomas N. Duening et al., 2014.
2. "New Venture Creation," Entrepreneurship for the 21st Century, Stephen Spinelli, Robert J. Adams, 2012.
3. "Business Model Generation," Alexander Osterwalder and Yves Pigneur, 2010. (한글 번역본: "비즈니스모델의 탄생," 유효상 옮김, 타임비즈, 2011)
4. "Blue Ocean Strategy," W. Chan Kim, Harvard Business School Pr, 2005. (한글번역본: "블루오션전략 확장판," 김현정, 이수경 옮김, 2015)
5. "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)
6. "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)
7. "Running Lean Second Edition," Ash Maurya, O'Reilly Media, 2012. (한글 번역본: "린 스타트업 : 실리콘밸리를 뒤흔든 IT 창업 가이드", 위선주 옮김, 한빛미디어, 2012)
8. "Value Proposition Design: How to Make Stuff People Want," Alexander Osterwalder et al., 2014.
9. "Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers," Geoffrey A. Moore, 2014. (한글번역본: "제프리 무어의 캐즘 마케팅: 스타트업을 메인마켓으로 이끄는 마케팅 바이블," 윤영호 옮김, 세종서적, 2015)

10. "Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets," Geoffrey A. Moore, 2009. (한글번역본: "토네이도 마케팅," 유승삼, 김영태 공역, 세종서적, 2001)
11. "Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online," Brian Halligan and Dharmesh Shah, 2014. (한글번역본: "인바운드 마케팅," 최윤석 역, 에이콘 출판사, 2011)
12. "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)
13. "Built to Last: Successful Habits of Visionary Companies," Jim Collins and Jerry Porras, 2004. (한글 번역본: "성공하는 기업들의 8 가지 습관," 위튼포럼 옮김, 김영사, 2002)
14. "Innovator's Dilemma – When New Technologies Cause Great Firms to Fail," Clayton Christensen, Harvard Business School Pr, 1997. (한글번역본: "성공기업의 딜레마," 노우호, 모색, 1999)
15. "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.
16. "Zero to One: Notes on Startups, or How to Build the Future," Peter Thiel and Blake Masters, 2014. (한글번역본: "제로투원," 이지연옮김, 한국경제신문, 2014)
17. "기업가정신 2.0," 이민화, 창조경제연구회, 2016

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.