Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2026

The Foundations of Entrepreneurship

Prof. David Park, Syracuse University, USA

SHORT COURSE DESCRIPTION

This course introduces the fundamentals of entrepreneurship and aims to achieve five core objectives; 1) recognize the entrepreneurial potential within yourself and others in your environment; 2) develop an appreciation for opportunity, how to recognize it, and how to evaluate it; 3) appraise the nature of creative new business concepts that can be turned into sustainable business ventures; 4) understand the process nature of entrepreneurship and ways to manage the process including some of the ethical dilemmas that entrepreneurs may face; 5) appreciate the role of entrepreneurship within society, and how it manifests itself in different contexts (start–up, corporate, social, public sector) and people. To achieve these objectives, students will learn about entrepreneurial ideation, inspection, and incorporation through lectures, activities, workshops, and projects that cover high–growth ventures in a variety of industries. By actively contributing in class, and completing each assignment, students will learn the tools necessary to successfully identify and develop a viable venture.

READING MATERIALS

The textbook will be available to purchase during the first session.
Additional readings (required and optional) and other materials will be shared online.

COURSE REQUIREMENTS AND GRADING

Entrepreneurship involves both individual and team activity. Individually, students will learn to think and take actions as entrepreneurs through class activities, discussions, and individual assignments. Students will form teams early in the semester and work with their teams intensively in order to come up with and validate venture ideas and pursue them. Each team is also required to meet regularly to work on team assignments. Team discussion is encouraged in preparing the individual assignments as well. Research, as well as my experiences teaching this course, indicates that the highest-performance teams include people from diverse backgrounds, experiences, and majors. Note that learning to successfully manage group dynamics, including conflicts and roles, is a key educational component of the course.

Students will be evaluated based on their contribution to in-class discussions, as well as timely completion of assigned readings and assignments. The course is designed to teach students to stretch themselves and learn skills like teamwork, public speaking, persuasive writing, and defending your ideas, as well as the fundamentals of the entrepreneurial process. Student evaluation and final grades will be based on the following:

Individual grading (60%)
- Professionalism & Participation (20%)
- Role Model Venture Research (20%)
- Personal Business Plan Executive Summary (10%)
- Peer Evaluation (10%)

Team grading (40%)
- Ideation Exercise (10%)
- Mini Business Plan and Team Presentation (30%)

Note that final grades are at the discretion of Professor Park and are subject to change based on class performance and peer evaluations. At the end of the course, you will receive a pass or fail on the student academic achievement evaluated by grades on a scale of 100 points (a grade of 60 or above is Pass).

Attendance Policy
If you miss 3 or more sessions, regardless of excuses (including sickness, emergency and etc.), you are out; you will get 0 point for the participation & professionalism and you will fail this course. We cover an important topic each session and you won't be able to learn the topic unless you are in the class. So I have this strict policy to ensure your learning. You may miss up to 2 sessions (although missing a session will certainly affect your participation score and grade) and you do NOT have to provide me with an excuse.

Device Policy
We will be using devices throughout the semester. However, you are NOT allowed to use any device during the class unless instructed otherwise. Studies have shown that using technology significantly reduces learning performance in class. In order for you to have the best learning experience, I will instruct you when you can and cannot use your device. If you violate my technology instructions, your overall class performance as well as participation & professionalism score will suffer.

Academic Integrity Policy
I expect my students to adhere to high standards for academic integrity. This includes emphasizing 1) HONESTY: I will be truthful with myself and others; 2) INTEGRITY: I will be a leader of character. I will be fair in all relations with others; and 3) RESPECT: I will show consideration for others and their ideas and work. Plagiarism and academic dishonesty are serious offenses. Any acts of academic dishonesty will lead to fail for the course. Academic dishonesty includes team-based assignments where individual team members behave dishonestly or deliberately try to claim others' work or ideas as their own.

COURSE SCHEDULE

* The exact schedule may change so pay attention to the announcement.

Session Date	Topic	Class Preparation
– Week 1 –		
Monday June 29	Course Introduction & Intro to Entrepreneurship	Read preface & chapter 1
Tuesday June 30	Ideation Exercise	HW: Ideation Exercise Assignment (Bring a hard copy)
Wednesday July 1	Opportunity Recognition	Read chapter 2
Thursday July 2	Team Workshop	
– Week 2 –		
Monday July 6	Lean Startup & Understanding Markets & Competitive Space	HW: Team Ideation Exercise Report/Presentation Read chapter 3 & 4
Tuesday July 7	Business Model Development	Read chapter 5
Wednesday July 8	Business Economics	Read chapter 7 (first part)
Thursday July 9	Team Workshop	
– Week 3 –		
Monday July 13	Startup Team	HW: Individual Role Model Venture Research and Presentation Read chapter 6
Tuesday July 14	Legal considerations & IP	Read chapter 8
Wednesday July 15	Venture Finance	Read chapter 7 (second part)
Thursday July 16	Business Planning	Read chapter 9
– Week 4 –		
Monday July 20	Social Entrepreneurship	HW: Personal Business Plan Executive Summary Read chapter 12
Tuesday July 21	Team Workshop	
Wednesday July 22	Business Plan Presentation & Wrap-up	HW: Team Mini Business Plan