강의계획서

년도	2026	학기	2학기	학수번호	ENTP201	분반	01
개설학과	산업경영공학과					학점	3-0-3
과목명	기업가정신입문					이수구분	전공필수
선수과목							
강좌유형	온라인 병행강좌						
강의시간	화 목 (15:30 ~ 16:45) -제4공학관 강의실 [405호]						

담당교수	정덕종	소속	산업경영공학과
E-Mail	DJJEONG@POSTECH.AC.KR	Homepage	HTTPS://SITES.GOOGLE.COM/VIEW/DEOKJONGJEONG
연구실		연락처	054-279-2848
Office Hours	By appointment		

강의목표

Entrepreneurship is increasingly recognized as one of the most essential competencies for engineers, scientists, and future business leaders. In today's rapidly changing technological environment, entrepreneurial thinking is critical not only for starting new ventures but also for driving innovation within established organizations.#

#

This course introduces the fundamental concepts, frameworks, and processes of entrepreneurship, with particular emphasis on technology-based innovation. Students will learn how entrepreneurs recognize opportunities, evaluate business ideas, develop business models, acquire resources, build entrepreneurial teams, and launch new ventures.#

#

The course combines conceptual learning with experiential team projects. Working in interdisciplinary teams, students will identify real-world problems, generate innovative solutions, validate customer needs, develop business models, and present venture proposals through a final pitch presentation.#

#

The course is designed primarily for engineering students who wish to develop entrepreneurial thinking regardless of whether they intend to start a company in the future.#

#

Upon successful completion of this course, students will be able to:#

1. Explain the role of entrepreneurship in economic development, technological innovation, and societal impact.#
2. Recognize entrepreneurial opportunities through systematic opportunity identification and customer discovery.#
3. Evaluate the feasibility of new venture ideas using market, industry, technical, and financial analyses.#
4. Design sustainable business models using contemporary entrepreneurial frameworks.#
5. Understand entrepreneurial finance, venture capital, intellectual property, and startup growth strategies.#
6. Develop leadership, teamwork, communication, and problem-solving skills through collaborative projects.#

강의계획서

년도	2026	학기	2학기	학수번호	ENTP201	분반	01
개설학과	산업경영공학과					학점	3-0-3
과목명	기업가정신입문					이수구분	전공필수
선수과목							
강좌유형	온라인 병행강좌						
강의시간	화 목 (15:30 ~ 16:45) -제4공학관 강의실 [405호]						

7. Prepare and deliver professional venture pitches supported by market analysis and business model validation.#
8. Apply entrepreneurial thinking to engineering, technology commercialization, and innovation management.#
9. Understand how emerging technologies#including AI, digital platforms, and sustainability#are reshaping entrepreneurial opportunities.

강의선수/수강필수사항

None.#
#
군 e-러닝(군 학점)으로 수업을 이수하시는 경우에는 군 부대 내 학습의 어려움을 고려하여 일반 수강생과 다른 평가기준(온라인 중간고사 +온라인 기말고사 + 출석 + 개인별 과제)으로 평가를 할 예정입니다.#
나라사랑포털에서 수강신청 후 정덕종(djjeong@postech.ac.kr)으로 연락을 부탁드립니다.

성적평가

중간고사	기말고사	출석	과제	프로젝트	발표/토론	실험/실습	퀴즈	기타	계

비고

Total score for each student = Max((1), (2)) as follows:#
(1) Midterm Exam (30%) + Project/Assignment/Class participation (30%) + Final Exam (30%) + Attendance (10%) = 100%#
(2) Midterm Exam (20%) + Project/Assignment/Class participation (30%) + Final Exam (40%) + Attendance (10%) = 100%#
#
- Assignment: (Pass/Fail) Individual assignments are graded on a Pass/Fail basis.#
- Group Project: Throughout the semester, students will work in teams to identify entrepreneurial opportunities, develop innovative business ideas, validate customer needs, build business models, and deliver a final venture pitch.

강의교재

도서명	저자명	출판사	출판년도	ISBN
Entrepreneurship: Successfully Launching New Ventures, Updated (7th, Global Edition)	Bruce R. Barringer, R. Duane Ireland	Pearson	2024	9780138091828
Entrepreneurship: Successfully Launching New Ventures, Updated (7th, Global Edition)	Bruce R. Barringer, R. Duane Ireland	Pearson	2024	9780138091828

참고문헌 및 자료

강의계획서

년도	2026	학기	2학기	학수번호	ENTP201	분반	01
개설학과	산업경영공학과					학점	3-0-3
과목명	기업가정신입문					이수구분	전공필수
선수과목							
강좌유형	온라인 병행강좌						
강의시간	화 목 (15:30 ~ 16:45) -제4공학관 강의실 [405호]						

Throughout the semester, each team will identify a real-world problem, define an entrepreneurial opportunity, and develop an innovative solution by applying entrepreneurial concepts and frameworks learned in class.#

#

(1) Project Timeline#

- Week 3: Formation of project teams (3#4 students per team) and initial brainstorming.#
- Weeks 6, 9, and 12: Team mentoring sessions with the instructor, focusing on opportunity identification, problem definitio n, customer and market research, idea refinement, business model development, and feedback.#
- Week 15: Final venture pitch presentation. Each team will present its business idea and receive evaluations from both peer s (peer review) and the instructor.#

#

(2) Reference Materials#

To support project development, students will use a variety of entrepreneurship case studies and supplementary resources.#

- The Asan Entrepreneurship Review (AER) provides high-quality educational case studies and teaching materials based on real startup ventures. These resources are publicly available and offer valuable insights into entrepreneurial decision-making an d venture development.#
- Students will analyze startup cases from diverse industries#including Kurly, Zigbang, Gaudio Lab, Gangnam Unni, Colosseum, Cardoc, N.Thing, MyRealTrip, NAVER Webtoon, Devsisters, and many others#to understand business models, fundraising processes , competitive strategies, organizational growth, and entrepreneurial decision-making.#
- Each team will select at least two AER case studies that are closely related to its project topic. These cases will serve as references for refining the team's business idea during the mentoring sessions in Weeks 6, 9, and 12.#
- Since every team studies different startup cases and shares its findings through the PLMS, the class is expected to collec tively explore at least six AER cases throughout the semester, enabling students to learn from a wide variety of entrepreneu rial experiences.#
- Teams will continuously refine their business ideas through iterative feedback from the instructor and classroom discussio ns.#
- Additional readings, startup articles, and current entrepreneurship and innovation issues will be introduced throughout th e semester to encourage discussion and connect classroom learning with emerging entrepreneurial trends.

강의진도계획

강의계획서

년도	2026	학기	2학기	학수번호	ENTP201	분반	01
개설학과	산업경영공학과					학점	3-0-3
과목명	기업가정신입문					이수구분	전공필수
선수과목							
강좌유형	온라인 병행강좌						
강의시간	화 목 (15:30 ~ 16:45) -제4공학관 강의실 [405호]						

- This course is conducted in a hybrid format, combining (1) conceptual learning and (2) a team project.#
- An orientation session will be held during the first class meeting (in the classroom).#
- During the course add/drop period, classes will proceed as scheduled; however, attendance records will be counted only after the add/drop period.#
- Students may register for this course during the add/drop period. Please note that it may take several hours after registration on POVIS for the course to appear on PLMS. During this time, you can access the recorded lecture (uploaded after the in-class session) and study online.#
- The weekly schedule and course contents may be adjusted slightly based on the instructor's discretion and student feedback to enhance learning effectiveness.#

#

(1) Conceptual Learning#

#

PART 1: Decision to Become an Entrepreneur#

Chapter 1. Introduction to Entrepreneurship#

#

PART 2: Developing Successful Business Ideas#

Chapter 2. Recognizing Opportunities and Generating Ideas#

Chapter 3. Feasibility Analysis#

Chapter 4. Developing an Effective Business Model#

Chapter 5. Industry and Competitor Analysis#

Chapter 6. Writing a Business Plan#

#

PART 3: Moving from an Idea to an Entrepreneurial Firm#

Chapter 7. Preparing the Proper Ethical and Legal Foundation#

Chapter 8. Assessing a New Venture's Financial Strength and Viability#

Chapter 9. Building a New-Venture Team#

Chapter 10. Getting Financing or Funding#

#

PART 4: Managing and Growing an Entrepreneurial Firm#

Chapter 11. Unique Marketing Issues#

강의계획서

년도	2026	학기	2학기	학수번호	ENTP201	분반	01
개설학과	산업경영공학과					학점	3-0-3
과목명	기업가정신입문					이수구분	전공필수
선수과목							
강좌유형	온라인 병행강좌						
강의시간	화 목 (15:30 ~ 16:45) -제4공학관 강의실 [405호]						

Chapter 12. The Importance of Intellectual Property#
Chapter 13. Preparing for and Evaluating the Challenges of Growth#
Chapter 14. Strategies for Firm Growth#
Chapter 15. Franchising#
#
#
(2) Team Project#
- Week 3: Students will form project teams (3#4 members per team).#
- Weeks 6, 9, and 12: Each team will meet with the instructor for mentoring sessions involving brainstorming, opportunity id entification, problem definition, customer and market research, business model development, and idea refinement.#
- Week 14(2)-15: Teams will deliver a final venture pitch. The project will be evaluated through both peer review and instru ctor evaluation.#
- During the mentoring sessions in Weeks 6, 9, and 12, each team will analyze relevant Asan Entrepreneurship Review (AER) ca se studies with the instructor and apply the insights to refine and strengthen its business idea.

수업운영

- Lecture and Discussion#
- Project/Assignment/Presentation#
Active participation in discussions, mentoring sessions, and team activities is expected.

학습법 소개 및 기타사항

This course is cross-listed as:#
- IMEN411 Introduction to Entrepreneurship#
- ENTP201 Introduction to Entrepreneurship