

Launching Startup Businesses

Course Title	Launching Startup Businesses		
Course Code	BUS201	Course Type	Free Elective
Credit	3	Contact Hours	45
Prerequisites	BUS101	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	10	1. Build a business 2. Developing creative ability and creative self-efficacy
2. Asian Expertise	10	
3. Creative Management Mind	50	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

Course Description

This course is designed to help students develop business ideas in more detail. This course will discuss more of the execution issues. The main purpose of this course is to help students so that they can implement their business ideas after the semester.

Learning and Teaching Structure

The following methods and forms of study will be used in the course: Lectures, class discussions, in-class case studies, working in small teams and home reading

Assessment	%	Text and Materials
Attendance	20	Title: Fundamentals of Investing
Homework Exercises and Assignment	15	Edition: 12th edition
Midterm Examination	25	Author(s): Scott Smart, Lawrence Gitman and Michael Joehnk
Final Examination	40	Publisher: Pearson ISBN: 9780133075359

Course content by Week

1-3	Course expectations, Complete full model canvas
4-7	Design prototype, Assignment: Prototype experience journal
8-10	Execute, Assignment: Execution experience journal
9-11	Pivot, Assignment: Pivoting experience journal
12-13	Execute, Assignment: Execution experience journal
14-15	Presentation