

## **IS 427: Technopreneurship Study Mission – Europe**

*This document is for the sole purposes of shortlisting students for the AY term1 TSM Europe and is not to be taken as a final course design document. Interviews will be conducted in Term 2 of AY 2012 so that the classes can begin in week 1 of Term 1 of AY 2013.*

### **Academic Year 2013 :Term 1: August to October 2013.**

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<b>Facilitator:</b>	Desai Narasimhalu Professor of Information Systems Practice Director of the Institute of Innovation and Entrepreneurship
<b>Offices:</b>	SIS Room 5-31; SMU Admin 9 <sup>th</sup> Floor, Institute of Innovation and Entrepreneurship
<b>Phone:</b>	+65 6828 0914
<b>Email:</b>	<a href="mailto:Desai@smu.edu.sg">Desai@smu.edu.sg</a>
<b>Venue:</b>	To be announced
<b>Time:</b>	To be announced
<b>Teaching Assistant</b>	To be announced
<b>Class Size:</b>	Maximum of 20. Enrolled students should be willing to travel during week 8 of term 1.
<b>Subsidy:</b>	75 % subsidy for the airfare, lodging and most of the meals to students with following background.  <ol style="list-style-type: none"><li>1. Those who have previous entrepreneurial experience.</li><li>2. Those who are currently building a company</li><li>3. Those enrolled in either SIS Technopreneurship or LKCSB entrepreneurship tracks.</li></ol> <b>Special note:</b> Students receiving subsidies should be willing to undertake an internship at some of the startup companies during summer of 2014. Those who refuse to do an internship that is offered to them will be asked to repay the subsidy.
<b>Students without subsidy:</b>	Students who have no intension of starting up a technology based company can sign up for the course at full costs (around 4000 Singapore dollars) if there are openings.
<b>Prerequisite:</b>	Students in Years 2 and 3 will be given a preference. Students in year 4 may be enrolled if there are openings. Desire to start a technology based company will be a strong plus.

### **Course Description**

While Silicon Valley is seen to be the Mecca of technopreneurship, there are other equally interesting centers of innovation and entrepreneurship in Europe. The visit will cover startups in two of the three cities – Ghent (Belgium), Vienna (Austria) and Munich (Germany).

This course will introduce students to the companies incubated by in Ghent, Belgium / Vienna, Austria / Munich (Germany). It will also introduce them to some of the startups in Munich and perhaps one or two innovation centers in large companies such as Siemens and BMW.

Students are required to explore Technopreneurship related internship opportunities with the companies that they visit. Those landing with such internships will be provided subsidized airfare and subsistence allowance during the course of their internship.

### Special Note

Students enrolling with subsidies for the course will be required to pay roughly 1000 dollars in the first class for the cost of boarding, lodging and the airfare. Other students will be required to pay 4000 dollars in the first class.

P.S. Please note that this is a tentative plan and the course contents are likely to change when the term actually starts.

### Course outline

Class	Topic	Reference
Week 1	Course introduction and Team formation	Seminar
Week 2	Defining the scope of studies during the trip	Seminar
Week 3	Study of Munich / Ghent / Vienna companies	Student Presentations
Week 4	Study of Munich / Ghent / ViennaGhent companies	Student Presentations
Week 5	Review of presentation material	Student Presentations
Week 6	Preparing for the visit	Student Presentations
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Week 10	Sharing of findings	Class discussions led by TA
Week 11	Final presentation	Student presentations

Companies for the visit will be drawn from Ghent / Munich / Vienna.

## Assessment criteria (Tentative)

Students will be assessed on the following.

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| 1. In-Class presentations                 | - 30 marks  |
| 2. Quality of discussions during the trip | - 30 marks  |
| 3. Individual Journals                    | - 30 marks (15 for in class and 15 for on the trip) |
| 4. Presentation after trip                | - 10 marks  |

## Assignments

There will be four assignments.

1. In class presentations
  - a. Students will prepare a report based on a topic assigned to them and present their findings in the class.
  - b. Students will be required to link their findings to the mission of the course and the trip.
2. Discussions during the trip
  - a. Each team will be asked to research on one or more companies and lead the discussions when the team visits that company. The discussion topics should include
    - i. Introduction to the company
    - ii. Motivation for starting the company
    - iii. Key challenges faced during different stages of growth
    - iv. Technology Strategy
    - v. Experience in getting investments
    - vi. ESOP and hiring strategies
    - vii. IP strategy
    - viii. What worked and what did not work
    - ix. Strategy for growth
    - x. Exit plans ( Trade sale Vs IPO)
    - xi. Key lessons learnt
  - b. The team responsible for a company will be required to write up on how they would apply the learning to their own entrepreneurial journey

## 3. Individual Journals

Each person should maintain a journal that includes the following.

- a. Reflections on each lessons
  - b. Key learning from each lesson
  - c. Key learning from the visit to each of the companies
4. Group presentation after the trip
  - a. Each team should write a report on the companies for which they led the discussions
  - b. Each team should also prepare a presentation on how they will apply their findings in their entrepreneurial journey.