FUNDAMENTAL OF TECHNOPRENEURSHIP (UCSD2762)

Course Expectation & Structure
Semester 2 (2019/2020)

Hairudin Bin Abdul Majid

School of Computing

UTM

1. Have a thorough understanding of the entrepreneurial process from idea generation to the structuring of an entrepreneurial venture;

2. Describe the nature and characteristics of a successful & ethical technopreneur and its differences from a technocrat, businessperson and a Machiavellian entrepreneur;

3. Use analytical and critical thinking skills to study and determine business opportunities and the feasibility of ICT business concepts to transform it into a viable ICT business;

4. Evaluate an ICT business concept against a personal vision – lifestyles, professional and financial goals;

5. Develop a product life cycle for an ICT business concept;

6. Choose an appropriate management structure and supporting infrastructure for an ICT business concept;

7. Gain hands-on experiences through active learning on various segments of an entrepreneurship venture to inculcate creativity, innovation, positive values, adaptability, leadership, teamwork, communication, presentation, negotiation and influencing skills.
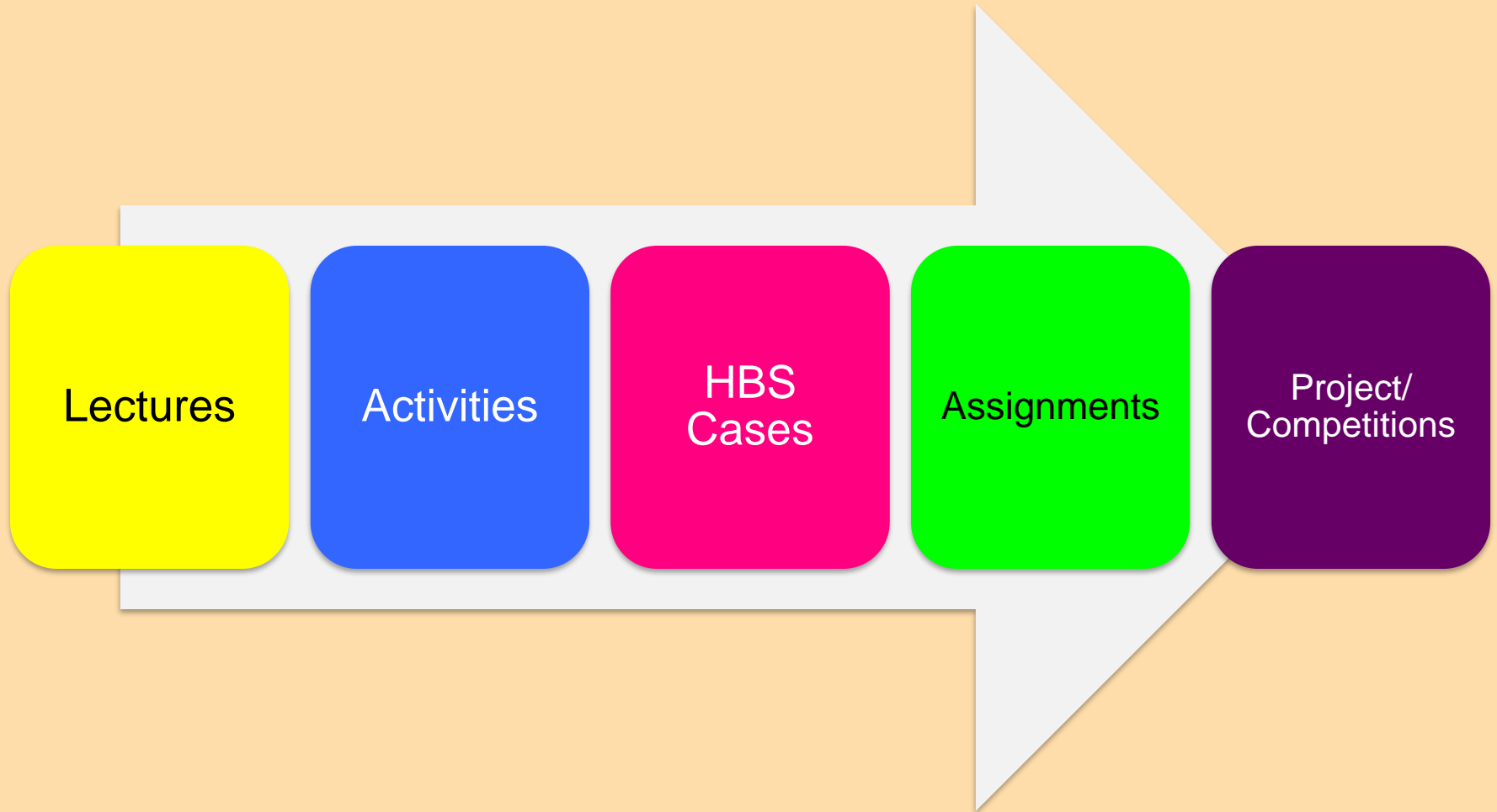
References

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- Baron R. A. & Shane, S. A., 2008. **Entrepreneurship: A Process Perspective**, 2nd Ed. Southern-Western Cengage Learning, Ohio.

- Kim, W. C & Mauborgne, R. 2005. **Blue Ocean Strategy**, Harvard Business School Publishing, Boston, MA.

- Osterwalder, A. 2004. **The Business Model Ontology - A Proposition In A Design Science Approach**, Unpublished PhD Theses.

- AirAsia HBS Case Study

- NetFlix HBS Case Study
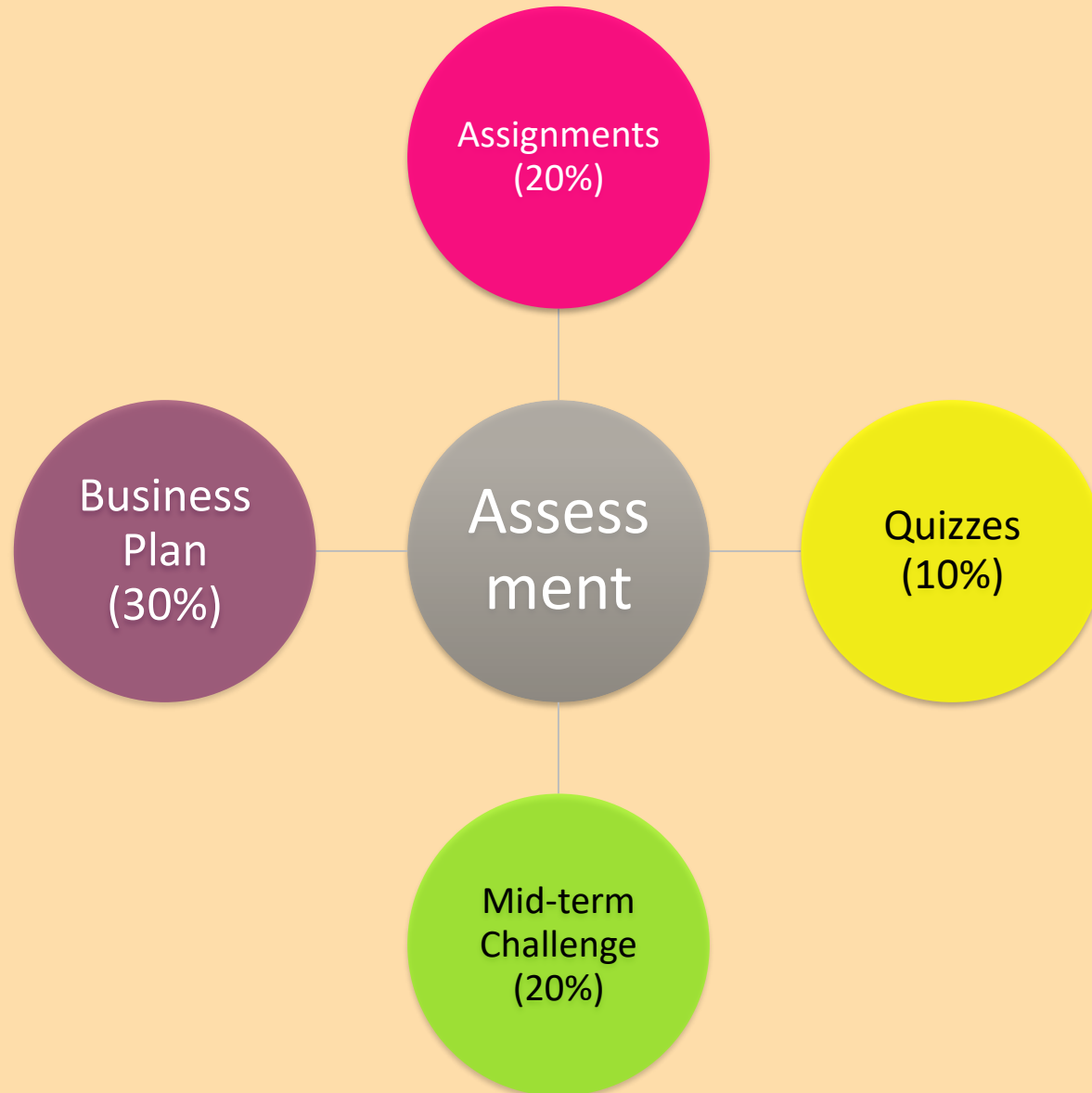
Course Structure

Part 1

Why Become an Entrepreneur

- Introduction
- Entrepreneurship & Innovation

Part 2

How to Develop a Great Business Ideas?

- Idea Generation & Evaluation
- Feasibility Analysis
- Business Model
- Strategy
- Business Plan

Part 3

How to Move from Idea to Reality?

- Finance
- Marketing
- Intellectual Property

Achievements

- 1MIT
  - UTM won 4/13 categories
  - The Most Meaningful Message Award – Sanwind (UTM)
  - The Public Connection Award – E.Y.E (UTM)
  - The Self Inspiring Award – Laypark (UTM)
  - Most Popular Video Award – Chili-lization (UTM)
- Innovation Day
- Global Outreach Program – Southern New Zealand

1MIT

GOP2011: New Zealand

GOP 2012: Silicon Valley, USA