



Entrepreneurship

COURSE SYLLABUS

GRADE LEVEL: 12

TEACHER: Dr. Mercia de Souza

SCHOOL YEAR: 2023-24

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COURSE DESCRIPTION:

Project-Based Learning is an innovative approach to learning that teaches a multitude of strategies critical for success in the twenty-first century. Students drive their own learning through inquiry, as well as work collaboratively to research and create projects that reflect their knowledge. Teamwork is one of the major skills that students learn. According to Patel (2017) "Generation Z likes to talk face to face. Fifty-three percent of Generation Z said they prefer in-person discussion over instant messaging or email."

When we help generation Z students to hone this skill, we are preparing them for future career success. According to extensive research into the characteristics of Gen Z-ers by Schwiegerdschwieger and Ladwigcladwig (" Reaching and Retaining the Next Generation: Adapting to the Expectations of Gen Z in the Classroom" USA Information Systems Education Journal (ISEDJ)16(3)ISSN: 1545-679XJune2018©2018ISCAP) the researchers came to the conclusion that they prefer peer base information, hands-on experience, collaboration, and group-centered skills.

The Entrepreneurship course at DIS was designed for Gen Z-ers with these traits in mind. The PBL methodology was tailored to Generation Z needs.

The nature of the PBL curriculum is collaborative. Teams consist of four to five members, one cannot isolate members from a team when teamwork is one of the major criteria for the successful outcome of the PBL course. Team members make individual assessments on a teamwork rubric, where team members grade themselves and their team mates, throughout the year. The successful team constantly collaborates, all the team members participate in equal measure, everyone is constantly working hard and the team knows how to manage their time, reap the rewards of learning to function as individuals performing specific tasks within the group, but also as a team. This concept simulates real-life business.

Students who know the principles of entrepreneurship combined with knowledge of creating business plans, bookkeeping and financial control, have tools to define unique identities for their businesses and to plan, set them up and run them.

This course is project-based and will take the form of a business start-up simulation combined with theoretical knowledge about product development, marketing, research about product positioning and markets as well as knowledge about finance sourcing and financial control.

COURSE OBJECTIVES:

When students have completed this course they will be able to

- Identify entrepreneurial opportunities in the market
- Develop a product(s)
- Pitch for investment
- Formulate a business plan
- Formulate a marketing plan
- Prepare a budget
- Evaluate the financial status of a start-up business
- Control cash-flow

ASSESSMENT:

Department: 10%, Homework: 30%, Class discussions, minutes of meetings, tasks that have to be performed to set up the business 30%. Business plan sections, presentations, and execution of the business plan: 30% This course is project-based. Instead of traditional 1 hour exams, the assessment will be continuous with a combination of sections of the business plan, and formal presentations being counted as exam scores (30%)

RESOURCES:

Workbook by Elias Ek – designed for DIS Entrepreneurs

Textbook - Ek, Elias, “How to Start a Business in Taiwan”, Espyre 2015

ADDITIONAL INFORMATION:

- ✓ Student business units will participate in The Dragons’ Chamber competition in November 2022.
- ✓ The Presentation Skills module is based on the Toastmasters International model, with adjustments for corporate training. This course (in a slightly longer form) was designed for senior managers at Samsung Corporation in Korea, and also successfully taught at MediaTek, TSMC, Astra Zenaca (Taiwan) and ITRI.



1st QUARTER – TENTATIVE COURSE CONTENT

(NB: Depending on time and interest, the teacher may delete and/or add other selections.)

Week / Date	Topic / Projects / Assessments
Week 1 Aug 10th to 11th <u>Only 2 School Days</u> <i>10 ~ First Day / Orientation Day</i>	What to expect from the course Google Classroom registration Brainstorming business ideas Division into business units
Week 2 Aug 14th to 18th <i>15 ~ Opening Mass</i>	Business units meet for the first time Brainstorming – products or services? What is a Mission Statement?
Week 3 Aug 21st to 25th	What business will you be in? What will you do? Target market? Place of business
Week 4 Aug 28th to Sep 1st	Guest Speakers: Rocco Lin – Marketing Manager Joshua Ramos
Week 5 Sep 4th to 8th <i>8 ~ Holy Mass & VIP Induction</i>	Milestone 1: Mission Statement, product and target market Peer Evaluations
Week 6 Sep 11th to 15th <i>12-14 ~ Pre-Exam Days</i>	SWOT analysis Elias Ek, text book author, well-known entrepreneur and organizer of the Dragon's Chamber – live-streamed talk.
Week 7 Sep 18th to 22nd	Assignments done outside of class time <ul style="list-style-type: none"> • Getting started on financials • Market Research - Design questionnaires/ experiments
Week 8 Sep 25th to 29th <u>No Classes</u> <i>25-28 ~Teacher's Conference</i> <i>29 – Moon Festival Holiday</i>	Milestone 2: First presentation of the Business Plan Business Plan Section 1 to be handed in - Exam
Week 9 Oct 2nd to 6th <u>3 Days of Class</u> <i>5-6 ~Q1 Exams</i>	Business meetings, reflection and evaluation of the business plan

2nd QUARTER – TENTATIVE COURSE CONTENT

(NB: Depending on time and interest, the teacher may delete and/or add other selections.)

Week / Date	Topic / Projects / Assessments
Week 1 (10) Oct 9th to 13th 3 Days of Class <i>9-10 – Double 10 Holiday</i>	Dragon's Chamber presentations preparation
Week 2 (11) Oct 16th to 20th	Dragon's Chamber preparation – Preparing Your Pitch Milestone3: Story Boards and scripts for commercials
Week 3 (12) Oct 23rd to 27th	Dragon's Chamber preparation – Class presentations Commercials - filming
Week 4 (13) Oct 30th to Nov 3rd <i>1 - All Saint's Day Mass</i>	Dragon's Chamber presentations – presentations in class- feedback from peers. Peer evaluation
Week 5 (14) Nov 6th to 10th	Milestone 4: Dragon's Chamber Finals
Week 6 (15) Nov 13th to 17th	Milestone 5: Present commercials for the YSC Finalize commercials after peer evaluation/ teacher evaluation
Week 7 (16) Nov 20th to 24th	Method or methods of setting prices. Does your pricing strategy fit with what was revealed in the competitive analysis? Compare prices with those of the competition. Are they higher, lower, the same? Why? YSC – commercials final (exam grade)
Week 8 (17) Nov 27th to Dec 1st	Teacher guidance: Laws of demand and supply. How important is price as a competitive factor? (One lesson only)
Week 9 (18) Dec 4th to 8th <i>8 - Foundation Day Celebrations</i>	Basic Bookkeeping – managing your income and expenditure -Guest lecturer
Week 10 (19) Dec 11th to 15th 3 Days of Class <i>14-15 ~ Q2 Exams</i>	Basic Bookkeeping – managing your income and expenditure -Guest lecturer
Dec 28th to Jan 1st	Christmas Break

3rd QUARTER – TENTATIVE COURSE CONTENT

(NB: Depending on time and interest, the teacher may delete and/or add other selections.)

Week / Date	Topic / Projects / Assessments
Week 1 (20) Jan 3rd to 5th 3 Days of Class <i>4 ~ New Year Mass</i>	Milestone 6: Finalize Business Plans
Week 2 (21) Jan 8th to 12th	Milestone 7: Present Business Plans
Week 3 (22) Jan 15th to 19th	Milestone 8: Setting up a multimedia presence Facebook page
Week 4 (23) Jan 22nd to 26th	Milestone 9: Create a Website
Week 5 (24) Jan 29th to Feb 2nd	Milestone 10: Finalize Full Business Plans
Week 6 (25) Feb 5th to 9th 3 Days of Class <i>8-9 ~ CNY</i>	Business Plan presentations and written plans handed in.
Feb 8th to 16th	CNY Holiday
Week 7 (26) Feb 19th to 23rd <i>19 ~ Lenten Mass</i> <i>21-23 ~ Pre-Exam Days</i>	Milestone 11: Present the Business – successes and Failures so far Milestone 12: Hand in Income and expenditure statements
Week 8 (27) Feb 28th to 4th 4 Days of Class <i>28 – 228 Memorial Day Holiday</i> FYI – Mass + Pre-Exam Days	Milestone 13: Facebook/Instagram pages revealed and assessed (peer assessment) Work on Facebook/Instagram pages after peer assessment
Week 9 (28) March 7th to 11th	Milestone 14: Websites revealed and assessed (peer assessment) Work on websites after assessment to improve them

4th QUARTER – TENTATIVE COURSE CONTENT

(NB: Depending on time and interest, the teacher may delete and/or add other selections.)

Week / Date	Topic / Projects / Assessments
Week 1 (29) March 11th to 15th <u>4 Days of Class</u> <i>11 ~ Q3 Exams</i> <i>12 ~ Q4 Begins</i>	Marketing plans assessed – are they effective Financial statement assessment
Week 2 (30) March 18th to 22nd <i>18-21 ~ Fire Drill</i>	Presentation Skills
March 25th to Apr 5th	Easter Break
Week 3 (31) Apr 8th to 12th <i>10 ~ Easter Mass</i>	Presentation Skills
Week 4 (33) Apr 15th to 19th	Milestone 15: Business Showcase.
Week 5 (34) Apr 22th to 26th <i>22-26 ~ AP Mock Exams</i>	Selling/ closing down the business/ keeping the business going Milestone 16: Final reflection presentation
Week 6 (35) Apr 29th to May 3rd <i>1-2 ~ Pre-Exam</i> <i>1-10~ Final Exams (K, 5, 8, 12 only)</i> <i>4/29 – 5/10 ~ AP Exams</i>	Decision about the future of the business Meetings to decide the future of the business
Week 7 (36) May 6th to 10th <i>1-10~ Final Exams (K, 5, 8, 12 only)</i> <i>4/29 – 5/10 ~ AP Exams</i>	Final speaking assignment for Presentation Skills
Week 8 (37) May 13th to 17th <u>2 Days of Class</u> <i>15-16 ~ Q4 Exams</i> <i>17 ~ Record Day</i>	
Week 9 (38) May 20th to 24th <u>ACTIVITIES:</u> Double check the school calendar and emails from the administration.	