

Syllabus
High-Tech Entrepreneurship
Spring 2008

Ren-Song Tsay, Ph.D.
National Tsing-Hua University
School of Electrical Engineering and Computer Science

Course Description:

This course offers an intensive eight-week simulation of a hi-tech company start-up process and hence demands heavy self-motivated reading, research, and hands-on experience. Students are responsible for forming teams of four to five people, although the teacher may facilitate the process. At least half of the members must be of engineering majors and two must be from business or law school. Teamwork is essential for successful course completion. Each team will need a technical advisor, business advisor and mentor. Three hours of lecture each week will cover systematic business plan writing steps. Outside of class, students are expected to spend at least 12 hours each week on reading, research, group discussions, and meetings with advisors and mentors. In the final week, a business plan presentation to invited venture capitalists will determine the final grade.

Course Objective:

This course is designed to bridge the gap between the academic and real world. Each team will create a solid business plan; receive critique from real venture capitalists. Upon completion, the team should be able to start a company if it desires so. However, even if the plan is not realized, each student will acquire the equivalent of a start-up experience and will be well-equipped for future success. .

Text Book:

Engineering Your Start-Up: A Guide for the High-Tech Entrepreneur, by James A. Swanson, Michael L. Baird, Professional Publications (CA); 2nd edition (September 26, 2003) ISBN: 1888577916

Required Reading:

1. Seven Habits of Highly Effective People: Powerful Lessons in Personal Change, by Stephen R. Covey, Free Press, 1989. 中譯本: <與成功有約> 天下出版
2. The Servant: A Simple Story About the True Essence of Leadership, by James C. Hunter, Crown Business, 1998. 中譯本: <僕人:修道院的領導啓示錄> 商周出版
or
Getting to Yes: Negotiating Agreement Without Giving In, by Roger Fisher, William Ury, Bruce Patton, Penguin Books, 1991. 中譯本: <實質利益談判法/跳脫立場之爭> 遠流文化
or
The Way of the Shepherd: 7 Ancient Secrets to Managing Productive People, by Dr. Kevin Leman and William Pentak, Zondervan, 2004. 中譯本: <這就是領導> 台福傳播中心

3. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant, by W. Chan Kim, Renée Mauborgne, Harvard Business School Press, 2005. 中譯本: <藍海策略－開創無人競爭的全新市場> 天下文化
or
The World Is Flat : A Brief History of the Twenty-first Century, by Thomas L. Friedman, Picador, 2006. 中譯本: <世界是平的 - 把握這個趨勢，在 21 世紀才有競爭力> 雅言文化
or
FedEx Delivers : How the World's Leading Shipping Company Keeps Innovating and Outperforming the Competition, by Madan Birla, John Wiley & Sons, 2005. 中譯本: <穿越地平線的創新-聯邦快遞 PSP 文化> 商智文化
4. Built to Last: Successful Habits of Visionary Companies, by Jim Collins and Jerry I. Porras, Harper Business, 2002. 中譯本: <基業長青/企業永續經營的準則> 智庫文化
or
Good to Great: Why Some Companies Make the Leap... and Others Don't, by Jim Collins, Harper Business, 2001. 中譯本: <從 A 到 A+/向上提升, 或向下沉淪? 企業從優秀到卓越的奧祕> 遠流文化
or
Natural Capitalism, by L. Hunter Lovins, Amory Lovins, Paul Hawken, 1999. 中譯本: <綠色資本主義－創造經濟雙贏的策略> 天下雜誌
or
Cradle to Cradle: Remaking the Way We Make Things, by William McDonough, Michael Braungart, North Point Press, 2002.

Note: All these books have Chinese translated versions. The students are permitted to read the translated versions, although reading the originals is preferred.

Recommend Reading:

1. Dorf and Byers, Technology Ventures, McGraw-Hill, First Edition, 2004, ISBN: 0073044660
2. Timmons, Jeffrey A. New Venture Creation: Entrepreneurship for the 21st Century. Irwin McGraw-Hill, 2004

Course Requirements:

1. To mimic the real business environment, each deadline is a hard deadline. No late reports will be accepted.
2. At the first class meeting, students must submit a 4-page biography and a 1-page resume introducing themselves.
3. Every three week, each student must submit a 5-page book report on the required reading.
4. Every week, each team has to complete a section of the business plan, as covered in class.
5. In the final week, each team will present a 20 minute complete business plan.

Note: All students have the choice to write in either Chinese or English. All reports should follow the standard essay writing style and be typed in 12 pt font and double-spaced.

Grading:

Attendance 5%, Homework and reports 40%, tradeshow and promotion 5%, business plan and presentation 50%.