Part A:

1.	Course Code & Course Title:	UECS3393 Software Entrepreneurship
2.	Year of Study	YEAR 3
3.	Credit Hour:	3
4.	Lecturer:	Mr. Wong Chim Chwee
5.	Tutor:	Mr. Wong Chim Chwee
6.	Year and Trimester:	201801
7.	Objectives:	Objective(s) of Course: 1. To introduce and equip students with necessary skills and knowledge on the conceptualization, formation and incorporation of new software business ideas, plans, methodology and ventures, in software businesses involving application of modern technology 2. To familiarize students with the challenges and expectations of setting up and running a successful enterprise, on matters of legal requirements, social obligations, and business ethics and corporate governance. 3. To encourage students to consider software entrepreneurship as a viable option for their career, through developing possible business undertakings, in their areas of specialization and interest. 4. To assert students the values of good corporate governance, integrity, business ethics and social responsibility.
8.	Course Outcomes (CO):	Course Outcomes: upon completion of this course, a student shall be able to: 1. Decide on viability of software technology proposed in retrospect of a business model or suggestion 2. Present a basic business plan, for proposal of software business ideas or enhancement of existing business 3. Analyse software business case studies for criticism of a proposal 4. Analyse feasibility of a business plan including technology application and the establishment of a basic software business organization 5. Identify the essentials of the marketing and selling disruptive software products to mainstream
9.	References:	**Main References:** 1. Bessant, J. & Tidd, J. (2015). Innovation and entrepreneurship (3rd ed). Chichester, West Sussex: John Wiley & Sons. 2. Mariotti, S. & Glackin, C. (2015).Entrepreneurship: Starting and and operating a small business management, (4thed.). Harlow:Prentice Hall **Additional References:** 3. Moore, G. A., (2014).Crossing the chasm. (3rd Ed). NY:Collins Business Essentials. 4. Kuratko D. & Hodgetts R.M. (2014), Entrepreneurship: Theory, Process, and Practice, (9th ed)., Thomson South-Western 5. Hisrich R. & Peters M. (2012), Entrepreneurship (9th ed), McGraw-Hill College 6. Ebert, R.J. and Griffin, R.W., (2014) Business Essential (10th ed). Harlow: Pearson. 7. Cowan A. (2012). Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software. NJ:Wiley. 8. Cusumano, M. A. (2004). The Business of Software: What Every Manager, Programmer and Entrepreneur Must Know to Thrive and Survive in Good Times and Bad. Fee Press

Part B: Methods of Assessment

No.	CO	Programme Outcomes (PO)	Domain & Taxonomy Level[#] *(e.g. A2 / C3 / P5)*	Delivery Methods *(e.g. L, T, P,*	Assessment	Assessment Methods & Mark Breakdown*				
						Business Plan and Presenation	Midterm Test	Summary of Talk	Case study and Presenation	FE
						20%	10%	6%	4%	60%

1	CO1	PO1	C4	L, T	Te, A, FE	x	x			x
2	CO2	PO5	A3	L, T	CaS, A	x			x	
3	CO3	PO6	C4	L, T	CaS, FE				x	x
4	CO4	PO6	C5	L, T	Te, O, A, FE	x	x			x
5	CO5	PO3	A4	L, T	A, FE			x		x

[#] *Domain – Affective (A), Cognitive (C), Psychomotor(P); Taxonomy Level – A (Level 1 – 5), C (Level 1 – 6), P (Level 1 – 7)*

* *Assessment methods and the mark breakdown must be tally with the teaching workload approved by Senate*

** *One assessment method can be mapped to ONLY one CO.*

*** *Assignment TLT* $= \dfrac{\text{\# weeks x 3 hrs/w}}{\text{\# students in group}}$

Part C: Lecture, Tutorial & Assignment Plan

Week	Lecture Topic	Tutorial/Practical Topic	Assessments/Specific Task
1, 2	**Topic 1: Some Guidelines for Software Entrepreneurs** • Interpreting the odds of failure versus success • What to look for in a software start-up • Some essential elements of a successful software start-up		Announcement: - Teaching plan objectives - Assessment methods - Mr. Wong will be back in February
3, 4	**Topic 2: The Chasm** • What is the Chasm • Discovering the Chasm • Crossing the Chasm • Target the point of attack		
5, 6	**Topic 3: The software business plan** • Feasibility analysis • What is a business plan • Why do you need a business plan • Business plan components • Business plan suggestions • Presenting your business plan		Distribute assignment for business plan and case study to students 16 Feb 2018 (week 5) Written Test 1 23 Feb 2018 (week 6)
7, 8	**Topic 4: Recognising the opportunity** • Individual and organizational characteristics • Source of innovation • Searching for opportunity • Building the case • Exploring networks		Invited speaker Feb 25-Mar 1 (week 7)
9, 10	**Topic 5: Creating value** • Exploring knowledge and intellectual property • Generating and acquiring knowledge • Creating value and growing venture • Innovation and firm performance		Feb 25 - Mar 2, Invited speaker Mar 12-16 (week 9)
11	**Topic 6: Business ethics and social responsibility** • Ethics in the workplace • Social responsibility • Areas of social responsibility		Submission of case study and presentation in class 30 Mar 2018 10:30am-11:30am

Week	Lecture Topic	Tutorial/Practical Topic	Assessments/Specific Task
12	(**Topic 6** continue …) • Implementing social responsibility program • Social responsibility and the small business **Topic 7: Learning to manage innovation** • Entrepreneurship as the engine for innovations • Making innovation happen • Recognising the opportunity • Finding the resources • Developing the venture • Innovation strategy		Invited speaker April 3-8 (week 12)
13	Student Presentations		Submission of Summary of Talk Submissio of Assignment of bussiness plan and presentation 13 Apr 2018
14	Revision		

(Please ensure your course teaching plan covers all of the topics as per syllabus)

This Teaching Plan is:

Prepared by: _____ (Name: Wong Chim Chwee) Course Coordinator Date: _____	Moderated by: _____ (Name: Dr. Winnie Wong) Moderator Date: _____	Approved by: _____ (Name: Dr. Madhavan) Head of Department Date: _____