배우면서 키우는 창업 아이템

창업을 위해 필요한 많은 것들을 지원 받을 수 있습니다. 마케팅, 기업가 정신, 벤처캐피탈, 법, 지재권, 특허권, 투자 등에 관련된 다양한 수업부터 매주 멘토링과 함께 다른 창업자들과 미팅을 가지며 본인의 아이템을 발전시킬 수 있습니다. 학교에서 제공되는 다양한 창업지원 프로그램을 함께 한다면 성공적인 창업에 가까워질 수 있습니다.

– 18학번 이윤신

새로운 기업가 정신과 혁신적인 사고력

기존의 논문 작성의 석 · 박사 학위제도에서 벗어나 학생들에게 기업가정신을 교육시키고 기술혁신 역량을 두루 배울 수 있습니다. 기존의 것들 속에서 문제를 찾고 그것을 새로운 방식으로 해결하는 창의성과 새로운 패러다임의 혁신적인 생각과 안목을 기를 수 있습니다.

– 18학번 전은영

창업을 위한 실무 수업과 다양한 지원제도

ENI 프로그램은 막연한 창업이 아니라 실제 바로 현장에서 사용할 수 있는 창업 실무와 관련된 수업들로 이루어져 있는 것이 큰 장점입니다. 학교에서 지원해주는 다양한 창업 제도로 여러 기업에도 방문해보고, 경영과 접목하여 폭 넓게 배울 수 있습니다.

– 18학번 안재규

Address 울산광역시 남구 테크노산업로55번길 10, 308호 44776
Contact Information Tel. 052)217–3704, 3706 Fax. 052)217–3700
Website http://gsim–kor.unist.ac.kr
Facebook https://www.facebook.com/eni.unist
Email eni@unist.ac.kr

Graduate School of Interdisciplinary Management

Entreprenuership & Innovation

UNIST
ULSAN NATIONAL INSTITUTE OF SCIENCE AND TECHNOLOGY

GREETINGS
인사말

UNIST 융합경영대학원은 기술·경영 융합형 인재양성을 목표로 합니다.
최근 급변하는 경영환경은 기술과 경영마인드를 모두 가진 기술경영인을 필요로 합니다.
융합교육과 기업가정신은 시대가 요구하는 4 차 산업혁명 패러다임의 핵심입니다.
융합경영대학원은 기존의 에너지상품거래 및 금융공학(ECTFE),
비즈니스분석 (Biztics) 프로그램에 더하여 창업융합 (Entrepreneurship & Innovation)
프로그램을 신설합니다.
창업융합 프로그램은 기업가정신, 창업실무, 벤처금융, 신제품개발 및
지식재산 분야의 국내외 저명교수들의 이론 강의를 바탕으로 현직 벤처 전문가들의
특강과 컨설팅을 포함한 실무 중심의 커리큘럼으로 설계되어 있습니다.
또한 글로벌 벤처전문가와 컨설턴트 양성을 위한 다양한 해외네트워크를 구축, 활용할
계획입니다.
본 프로그램을 통해 기업가정신을 함양하고 미래 한국경제의 주력이 될 창업 엘리트를
양성하는데 도움이 되리라 확신합니다.

Scholarship & Benefits
성공적인 학업을 위한 다양한 지원과 혜택

융합경영대학원은 학생들이 학업에 100% 집중할 수 있도록
특별한 학생 지원제도를 운영합니다.

장학금 지원 입학생 전원에 대한 장학금 혜택

창업공간 지원 창업생활관 및 업무공간 지원

수여학위 해외 창업 연수 프로그램 참여기회 제공
재학/졸업 후 교내 창업 관련 프로그램에 대한 가산점 부여

CURRICULUM

교육과정 및 교과목

E & I (Entrepreneurship and Innovation) 프로그램은 UNIST의 특화된 융합교육에 기업가 정신을 접목하여 미래 사회를 이끌어갈 창조적인 인재를 양성하기 위해 설립되었습니다. 창업융합과정은 공학적 전문지식과 창의적 기업가 정신을 겸비한 글로벌 창업융합 인재 양성을 목표로 합니다. 이를 위하여 일반대학원 이공계열 및 전문대학원의 교육과정과 창업융합 전문석사과정의 기업가정신, 창업관련 이론/실습 교육과정 등을 이수하며 실습을 통한 문제해결 중심형교육과정으로 구성되어 있습니다.

MAJOR REQUIRED : 15 CREDITS

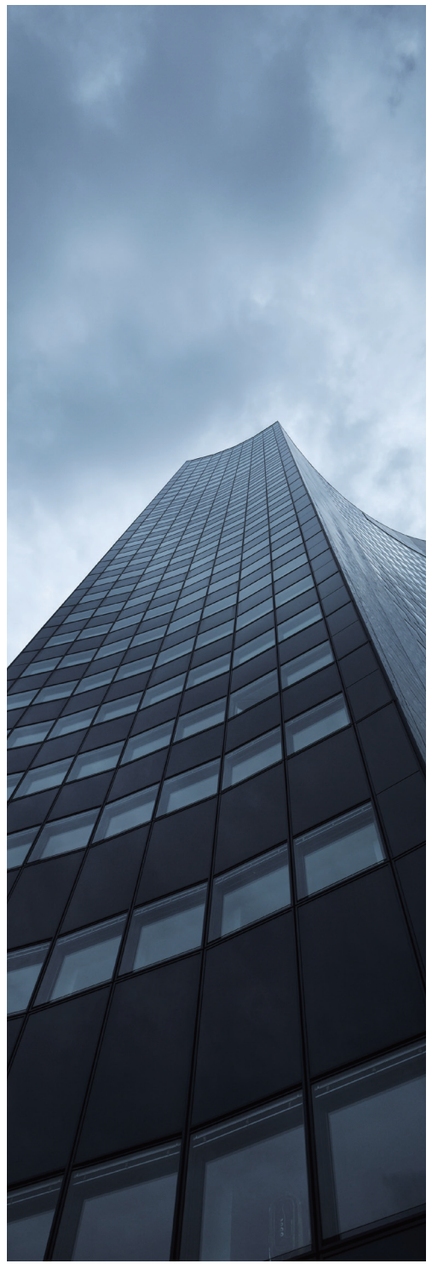
- Entrepreneurial Mindset
- Operating Startups
- Capstone Project
- Entrepreneurial Practice I
- Entrepreneurial Practice II

MAJOR ELECTIVE : 6 CREDITS

- Venture Financing
- Entrepreneurial Marketing
- Law and IP for Entrepreneur
- Global Entrepreneurship
- Growth Strategies

TECHNOLOGY ELECTIVE : 12 CREDITS

- 4 courses from UNIST graduate-level program



COURSE DESCRIPTION

주요 교과목 소개

EPS 501 Entrepreneurial Mindset

This course focuses on how firms (both new and old) can create and capture value from product, process, and service technological innovations. To do so, this course will introduce students to new frameworks for examining both new and old problems related to innovation and technological change. This course consists of a mix between case studies and project courses, with an emphasis on class discussion and debate. While most of the case studies in class will focus on technology-oriented contexts, many of the insights developed during this course will be highly applicable to firms in non high-tech industries as well. A mastery of the tools and frameworks developed in this course will be useful to entrepreneurs responsible for the introduction and implementation of new products or services.

EPS 502 Operating Startups

This course provides insight into the key steps needed to build a successful startup by designing a roadmap for developing and maintaining product and services, in a capital-efficient way and for maximum impact. The main idea in this course is learning how to rapidly develop and test ideas by gathering massive amounts of customer and marketplace feedback. Students will learn how to get out of the building and search for the real pain points and unmet needs of customers and how to find a proper solution and establish a suitable business model. Building a startup is not simply building an execution plan for a business model that the entrepreneur thinks will work, but rather, a search for the actual business model itself.

EPS 511 Venture Financing

This course provides insight into the key steps needed to build a successful startup by designing a roadmap for developing and maintaining product and services, in a capital-efficient way and for maximum impact. The main idea in this course is learning how to rapidly develop and test ideas by gathering massive amounts of customer and marketplace feedback. Students will learn how to get out of the building and search for the real pain points and unmet needs of customers and how to find a proper solution and establish a suitable business model. Building a startup is not simply building an execution plan for a business model that the entrepreneur thinks will work, but rather, a search for the actual business model itself.

EPS 512 Entrepreneurial Marketing

How do you effectively perform the marketing function as an entrepreneur with limited time, financial resources, and people? This course focuses on key entrepreneurial marketing concepts and methods and their real world application by entrepreneurs. This course begins with students picking an entrepreneurial venture for which to develop an operational marketing plan. The venture is preferably one that the students would consider actually implementing if the plan proves feasible. The course sessions will typically cover an aspect of marketing for an entrepreneurial venture. The venture could also be a company for whom you are currently working. In addition to clarifying the concepts and methodologies in the readings, the course sessions will attempt to apply the concepts to the ventures of the students.

COURSE DESCRIPTION

주요 교과목 소개

EPS 513 Law and IP for Entrepreneur

This course focuses on the protection of proprietary rights in inventions, writings, creative expression, software, trade secrets, trade designations, and other intangible intellectual products by federal patent, copyright, trademark and unfair competition law, and by state trade secrecy and unfair competition law. Consideration will be given to the challenges posed for traditional intellectual property paradigms by new technologies and the shift to an information-based economy. This course is designed for the legal issues for startups.

EPS 514 Global Entrepreneurship

This course addresses various aspects of global entrepreneurship and the opportunities available to start-ups and small businesses in the global environment. It explores the opportunities that entrepreneurs create, the challenges they encounter, and the ways in which they exploit opportunities and address challenges to conduct business across national boundaries and cultures. This course also examines entrepreneurship across different countries and cultures and the role of cross-cultural customs and institutional networks in affecting global and immigrant entrepreneurship. As developing and growing entrepreneurial and innovative businesses is very different to managing large established businesses in an international or global context, this course explores the special problems and advantages associated with entrepreneurial small and medium enterprises as well as re-interpreting the skills students have acquired into a global context.

EPS 515 Growth Strategies

This course focuses on the problems that new venture companies face during their growth stages. Topics will cover company life cycle, growth theories, growth strategy, the role of management, organizational structure, business model innovation, franchise growth strategy, and marketing and finance strategy for growth.

EPS 590 Entrepreneurial Practice I

Entrepreneurial Practice I is similar to research credits but applied to students individual entrepreneurial activities every semester. Those activities include problem identification, customer and technology validation, business formulation and development, influence of the regulatory environment, product development, validating the business model, operational planning, launching the entrepreneurial venture, etc.

EPS 591 Entrepreneurial Practice II

Entrepreneurial Practice II is similar to research credits but applied to students individual entrepreneurial activities every semester. Those activities include problem identification, customer and technology validation, business formulation and development, influence of the regulatory environment, product development, validating the business model, operational planning, launching the entrepreneurial venture, etc.

EPS 599 Capstone Project

This is a project course to solve the real-life problems of startup businesses. Students will apply the frameworks and tools of entrepreneurship and innovation management, and plan problem-solving through on-site problem identification, problem analysis, site visiting, and identification of solutions. After the completion of the project, students must turn in a written report.

EVENTS in E&I

UNICorn Project

- 모의 창업 프로젝트 학기별 운영
- 고객 정의, 비즈니스 모델, 시제품 및 베타서비스 진행
- 현직 벤처업계 멘토들의 지도, 공간 및 비용 지원
- 우수 팀에 대한 해외 연수 (UC Berkeley, Strong Ventures 등)

ICONE 프로그램

- 실제 기업의 문제를 학생들 스스로 해결하고 컨설팅 과정을 실습
  - UIUC (US), KTH (Sweden), NTU (Singpore), Technion (Israel) 등의 학생들과 팀을 이루어 Virtual Consulting Group 형태로 프로젝트 수행
  - 현지에서 프로젝트 수행결과 발표

AYEP (Asian Youth Entrepreneurship Program)

- Singapore Management Univ. (Singapore), Zhejiang Univ. (China), National Chengchi Univ. (Taiwan), Waseda Univ. (Japan) 등 학생들과 팀을 구성, 일주일간 창업관련 세미나 및 프로젝트 수행