

# ISGC Symposium

Teaching Enterprising Learners

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School of Business Management  
Nanyang Polytechnic

21 March 2023



# Instructions

Go to  
**[www.menti.com](https://www.menti.com)**

Enter the code



Or use QR code

**BM4401**  
**Entrepreneurship -**  
**New Venture Development**  
**Year 3 module**  
**75 hours, 5 credits**





**BM4401**

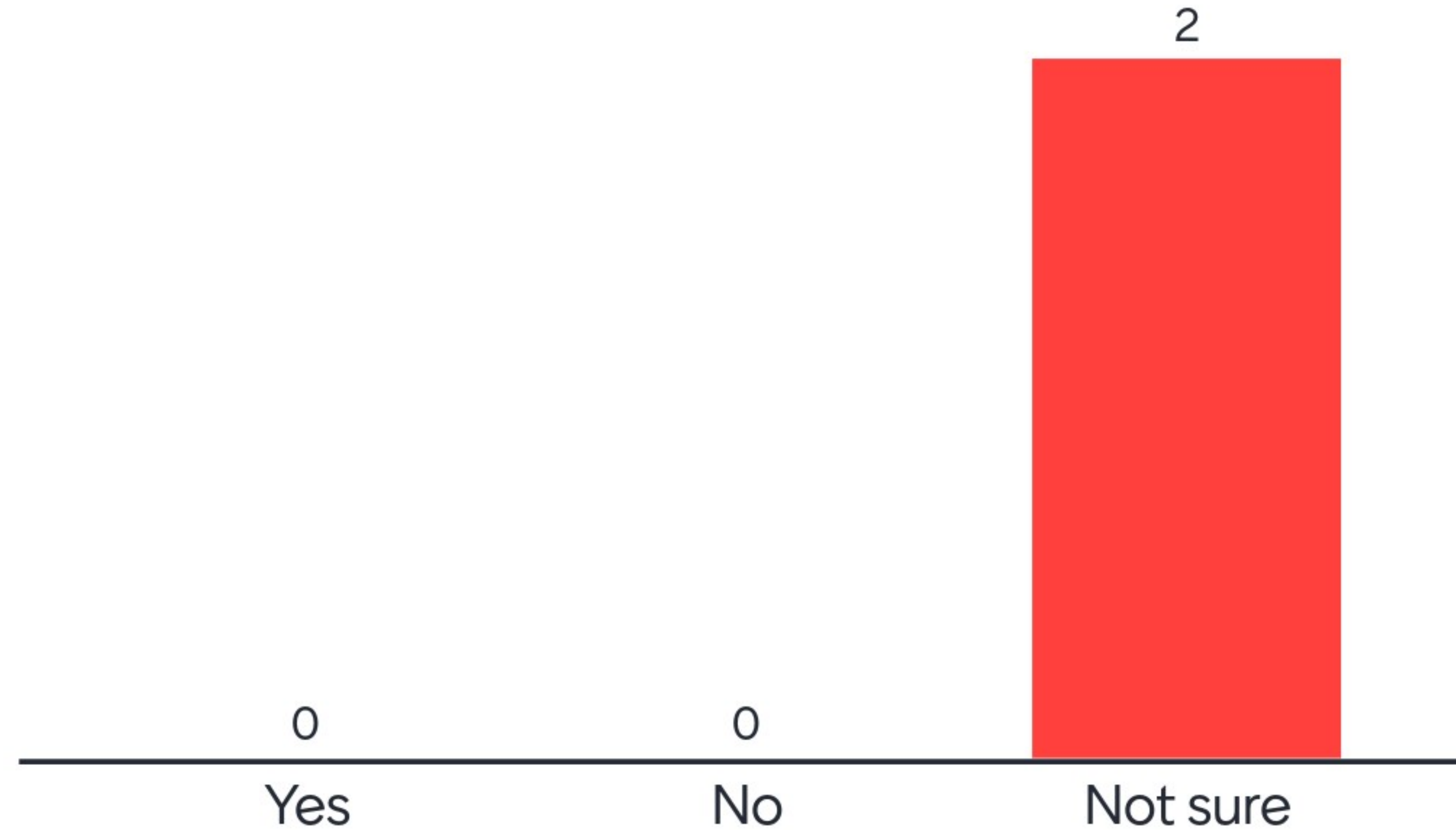
**Entrepreneurship -  
New Venture Development  
DAF, DBF and DBM  
300+ students per semester**



# It started with Questions



# Can Entrepreneurship be taught?

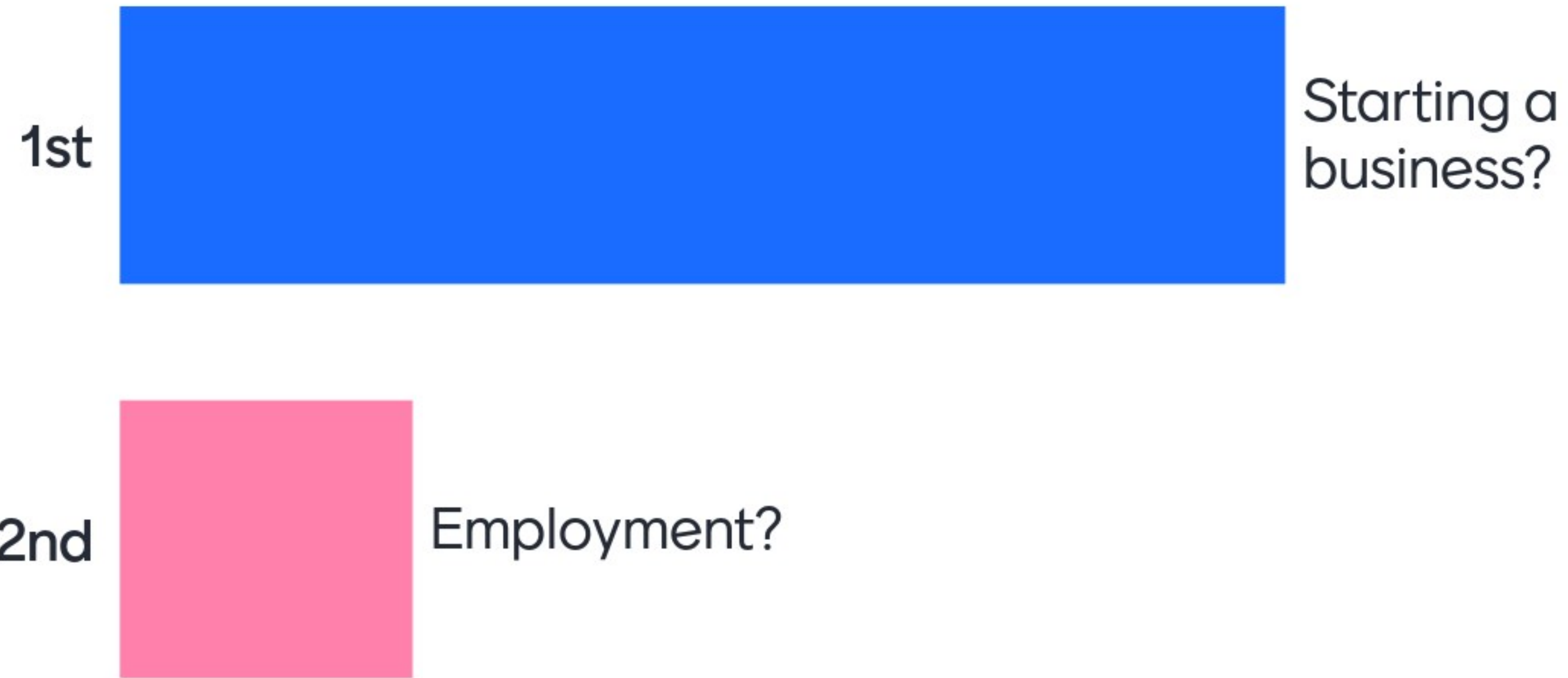




# What & How?

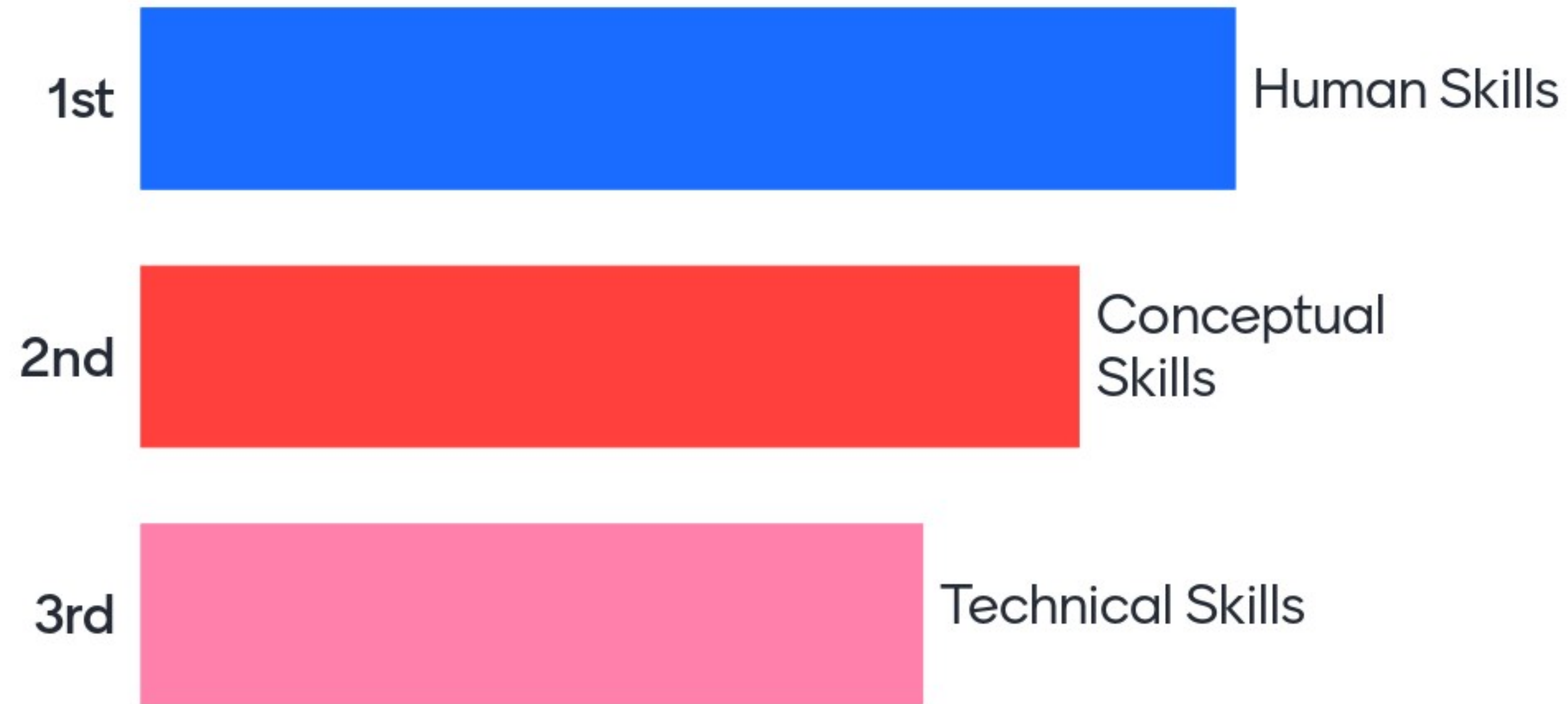


# How important is Entrepreneurship in

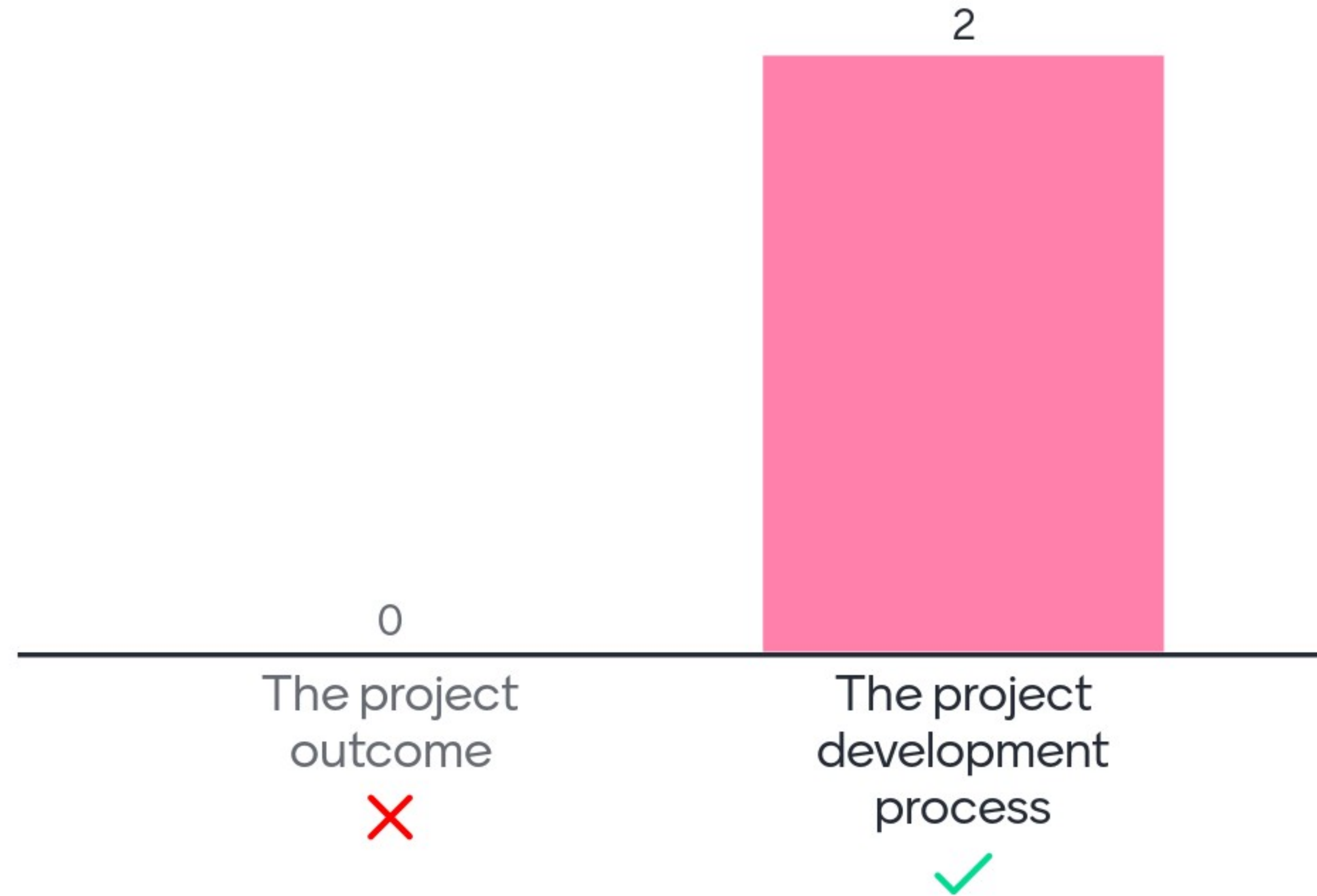




# Rank the competency level of our learners in these skills



# To learners at Poly level, what is a fair assessment of their entrepreneurship projects?



# Learning Outcomes - Competencies in

- Entrepreneurial Attributes
- Entrepreneurial Skills



Name an important entrepreneurial attribute.

integrity

respect



# Entrepreneurial Attributes - MOE 21st Century Competencies (Core Values)

- Respect
- Responsibility
- Resilient
- Integrity
- Care
- Harmony



# Fostering Entrepreneurial Attributes

- Failing is inevitable - Resilience
- Individual commitment is important - Respect, Responsibility, Integrity and Care
- Team collaboration is essential - Harmony



Entrepreneurial Attributes & Abilities - Getting ready for BM4401 and ICA1

*You're required to attend.*

Panellists:



ESWARI D/O RAVENDIRAN  
HR Executive of a Foreign Bank,  
DBM (HR-ENTREP) 2018



EZEKIEL HO  
Founder,  
MEISTERKLASSE  
DFMA 2012



JAYCE CHUA  
Founder  
Ecomms Pte Ltd  
DSW 2012



JUSTINE KHOO  
Founder,  
Scrunchiesbydane  
DBM (CRSM-ENTREP) 2018

Friday 22-4-22  
10AM - 12 NN

GET YOUR  
QUESTIONS  
READY

BM4401  
PRESENTS

REKINDLE  
WEBINAR

*Please check BrighSpace for the Webinar link.*

## 1st Lecture - Live Webinar about Failings





# Assessment 1 - Reflection Assignment

- Individual
- 25% Weightage





# Commitment and Collaboration through Project Based Learning



# 3 Types of Project

- Self-initiated entrepreneurship
- Intrapreneurship with industry partners
- Inter-disciplinary with other schools



# Self-Initiated Entrepreneurship Projects - 41 groups 183 learners






## Self-Initiated Entrepreneurship Projects

**Sleeping Lab**  
Sponsored

Have trouble falling asleep? Introducing DOMEzzz by Sleeping Lab suited to ensure a good nights/day rest.

We are a group of aspiring accounting students who aim to revolutionize sleeping experience for workers with work shift disorder.

Do check out and subscribe to our telegram chat @ <https://t.me/cikDOMEzzz> for more info!




Price starting as low as **\$200!!!**

Sleeping Lab - DOMEzzz Sign Up

**ABOUT D6**

**Your #1 Mental Health Themed Cafe!**




**SAFE HAVEN Menu**

DESSERTS

RELAXATION FUN

**.SNECK NECK MASSAGER.**

AVAILABLE IN 4 COLOURS




Lightweight & Portable

2 Massagers to relieve your neck pain

Use for 30 minutes for a whole day's relief

FIND OUT MORE  
or LINK IN BIO

Do you want to use your air-con more efficiently and save electricity?



**SAVE 10% OF YOUR ELECTRIC BILLS!**

Know your cooling temperature!

Track your air electricity consumption

22 Engagements

Boost post

**Home page**

**1. Table layout**

Select your table

**2. Reservation**

Tables selected: 1

No. of pax: 2

Reservation date: 12/06/2022

Reservation time: 12:00 PM

**3. Menu**

Select your order:

**4. Order**

Order Now Order Later

**5. Payment**

Pay Now Pay Later

**6. Points redemption**

Receipt no: [blank]

Total price: [blank]



Date of transaction: 20/06/2022

Please add clear pictures of:  
Your receipt  
Your item(s) in your recyclable bag. (Max 10)

Take photo \*

**Prototyping Stage: Second prototype**

HMW statement: How might we help adults aged between 25-65 that regularly shop in shopping malls, reduce plastic bag usage in shopping malls and save money through the use of technology, as plastic is bad for the environment?

**Implement Idea of using App**

**ISSUES:**  
Through Surveys & Interviews, we learnt that points redemption interface is too troublesome to use

**Focus:**  
To improve the points redemption process

## Pictures of Self-Initiated Entrepreneurship Projects





Intra-preneurship  
Projects -  
17 groups  
83 learners





industry partners





**SAS-SBM Inter-  
disciplinary Projects -  
10 groups  
47 learners**



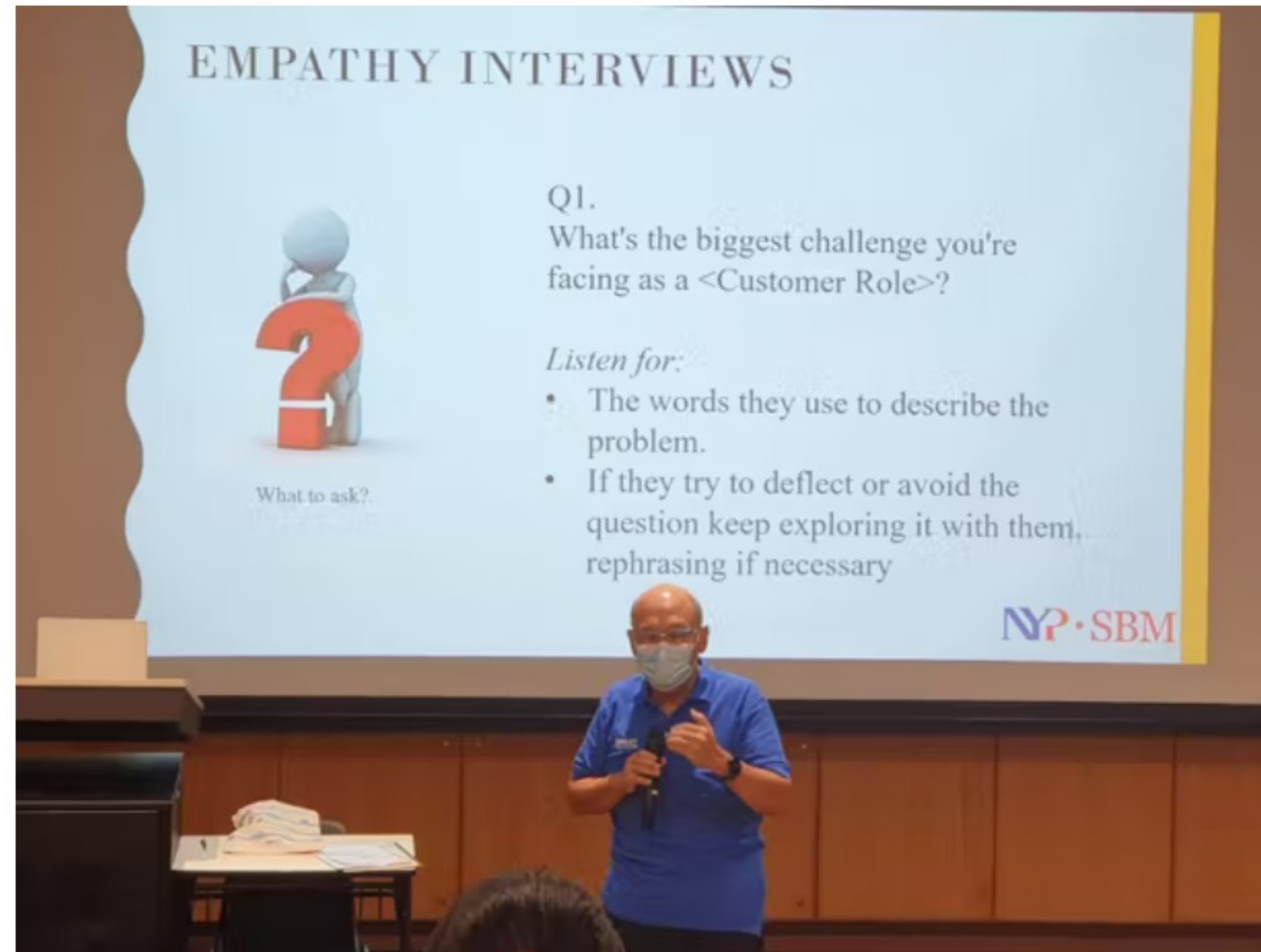




## SAS-SBM Inter-disciplinary Projects







The image shows a man in a blue shirt and face mask standing in front of a large screen. The screen displays a presentation slide titled "EMPATHY INTERVIEWS". On the left side of the slide, there is a 3D illustration of a small blue figure standing next to a large red question mark. Below the question mark, the text "What to ask?" is written. To the right of the illustration, the text "Q1. What's the biggest challenge you're facing as a <Customer Role>?" is displayed. Below this, the text "Listen for:" is followed by a bulleted list. The list contains two items: "The words they use to describe the problem." and "If they try to deflect or avoid the question keep exploring it with them, rephrasing if necessary". In the bottom right corner of the slide, the logo "NP • SBM" is visible. The man is holding a microphone and appears to be speaking to an audience.

## EMPATHY INTERVIEWS

What to ask?

Q1.  
What's the biggest challenge you're facing as a <Customer Role>?

*Listen for:*

- The words they use to describe the problem.
- If they try to deflect or avoid the question keep exploring it with them, rephrasing if necessary

NP • SBM

Co-teaching





SBM has an interdisciplinary project guide for which we have used to align with for our SAS learners. Thanks to the timetable teams, we could align the timetables for students to meet for project discussion.

*– Ms Tan Chiew Nai, SAS Senior Lecturer*





# Entrepreneurial Skills - MOE 21st Century Competencies

- Responsible Decision-Making
- Social Awareness
- Relationship Management
- Critical and Inventive Thinking
- Communication, Collaboration and Information Skills



# What should be the focus in developing learners' skill competencies?

What to do?



How to do?



# Entrepreneurial Skill Competency Development - Tools

- Design Thinking
- Lean Business Model Canvas
- Agile Mindset

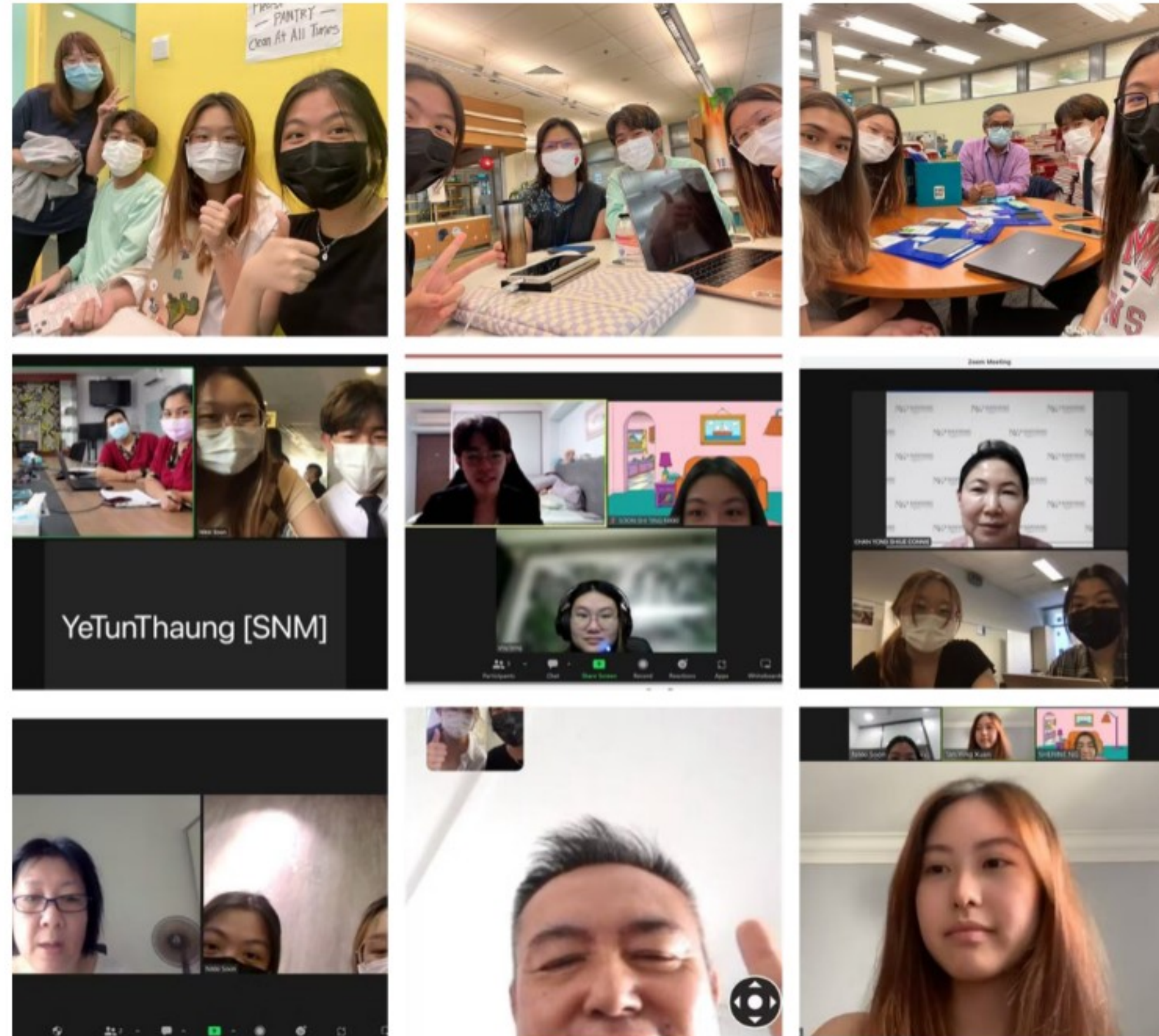




# Entrepreneurial Skill Competency Development - 3 Processes

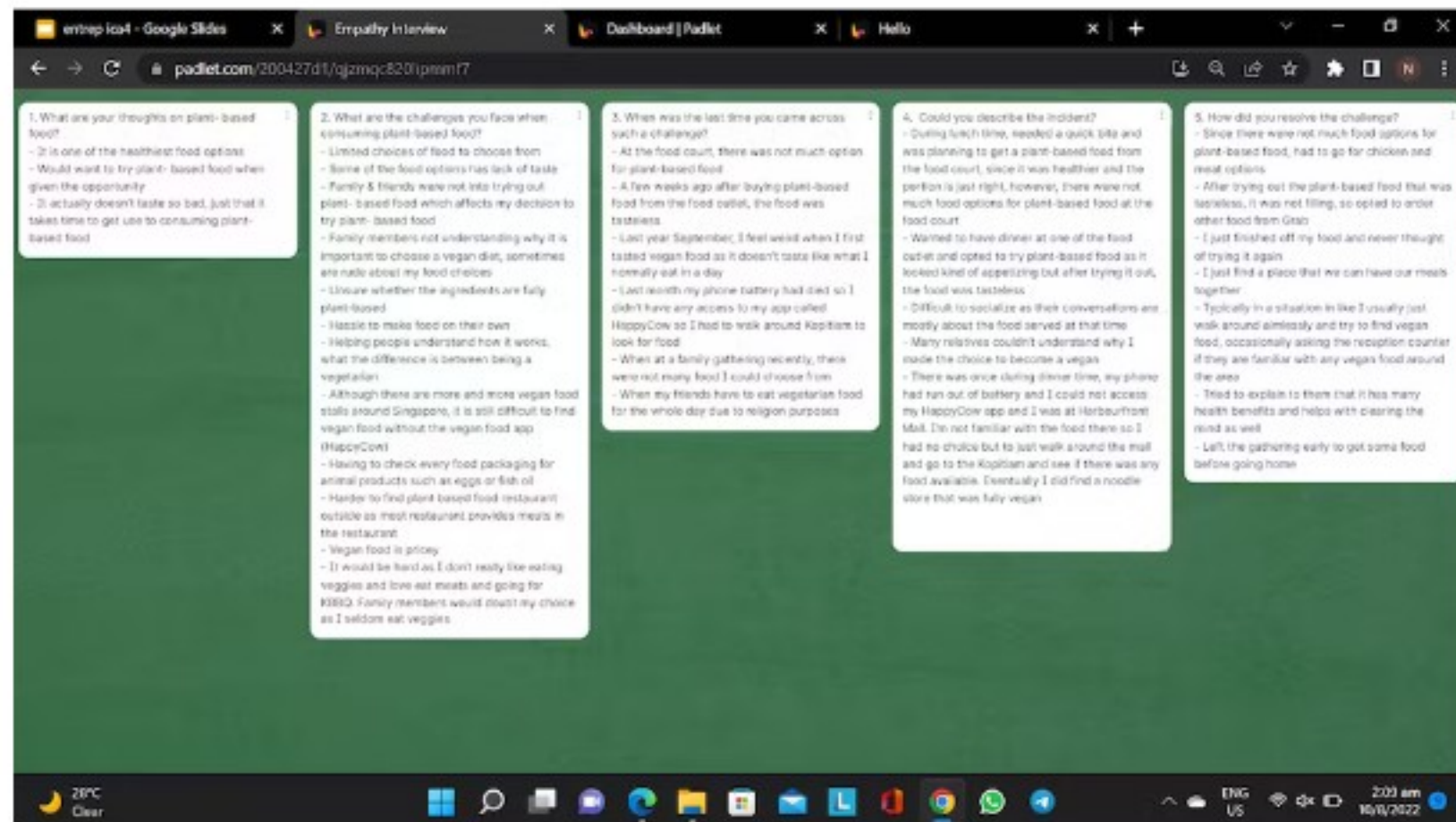
- Empathy
- Prototype Testing
- MVP Testing





Empathy Interviews - F2F and Zoom





## PROBLEM

The customer wants to drink herbal tea for health benefits

The customers finds the current HT to not be of high quality

Current market Herbal tea is diluted in terms of the ingredient compositions are very little

Herbal tea has short shelf lives

Herbal tea needs to be consumed after the customer bought it

**Problem Statement given by Mr Lee**

How might we make vending machine successful?

## EXISTING ALTERNATIVES

HockHua Tonic Herbal Tea

Tea's Tea

Thye Shan Herbal Tea

San Chen

Other TCMs near HFT medical hall

Big brands produce in large batches and have a location advantage (HFT is off-central in a small neighbourhood)

## CUSTOMER SEGMENTS

**Age:** 20 - 40 yrs old

**Occupation:** Student, Office Workers & Army Recruits

**Wants:** Customers want to be able to drink herbal tea anytime & anywhere

**Benefit:** Who wants a healthy

**Why target the younger generation (Working adults/Tertiary Students):** People of older age already have a fixed idea of the big brands that sell the herbal tea, so it is harder to convert them

**Notes:** Primary customer and secondary customer: up to us to decide

Selling to different groups; Sometimes the parent will be buying for their kids who are going Tekong.

**Feedback:** Those who don't know much about herbal tea find it expensive

Casual and new drinkers are not used to the taste of some of the flavours

Regular drinkers find it to be good, rare drinkers find it too strong

Education and Storytelling about HFTea is needed

## EARLY ADOPTERS

Army NSF

SMU students

Business park people

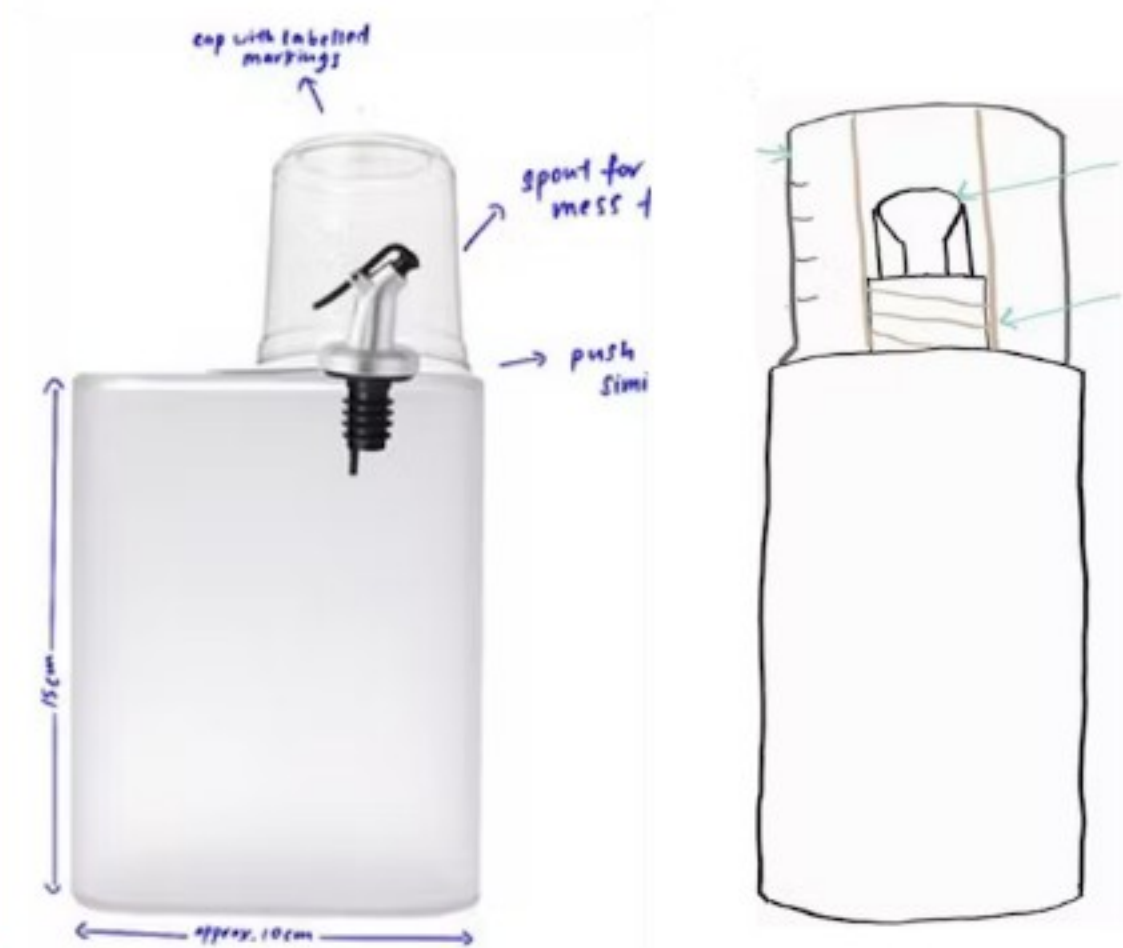
Old People who just walk passed in the regional area

Common drinkers find it to be good, very hard to find, perfect. Rare drinkers find to be too strong

# Analyse and Synthesise







## Prototype Testing



Customers don't buy products. They  
buy solutions to their problems.

– Ash Maurya





# CALLING ALL PET LOVERS

- SCHEDULING
- BOOKING
- AND MUCH MORE IN OUR ALL-IN-ONE PET MANAGEMENT APP


HELP US LEAD YOU INTO A FUZZ-FREE & REWARDING FUTURE BY JOINING AS AN APP TESTER!

 @petkeepers.sg

 @petkeeperssg


 petkeepersbk@gmail.com



**Vegnice SG**

25 July at 16:42 · 🌐

Life is better when you're a vegan! Come on and try our latest vegan Shroom Goodness pizza topped with capsicum, mushroom and vegan cheese! Head to the nearest supermarket to grab this delicious pizza!



### Performance for your post

2 People reached		
0 Likes, comments and shares		
1 Post clicks		
1 Photo views	0 Link clicks	0 Other Clicks

View More Details

### NEGATIVE FEEDBACK

0 Hide all posts	0 Hide post
0 Report as spam	0 Unlike Page
0 Likes, comments and shares	

View Breakdown

### BRANDED CONTENT DISTRIBUTION

2 Total reach	2 Organic reach	0 Paid reach
2 Total impressions	2 Organic impressions	0 Paid impressions



MVP Testing

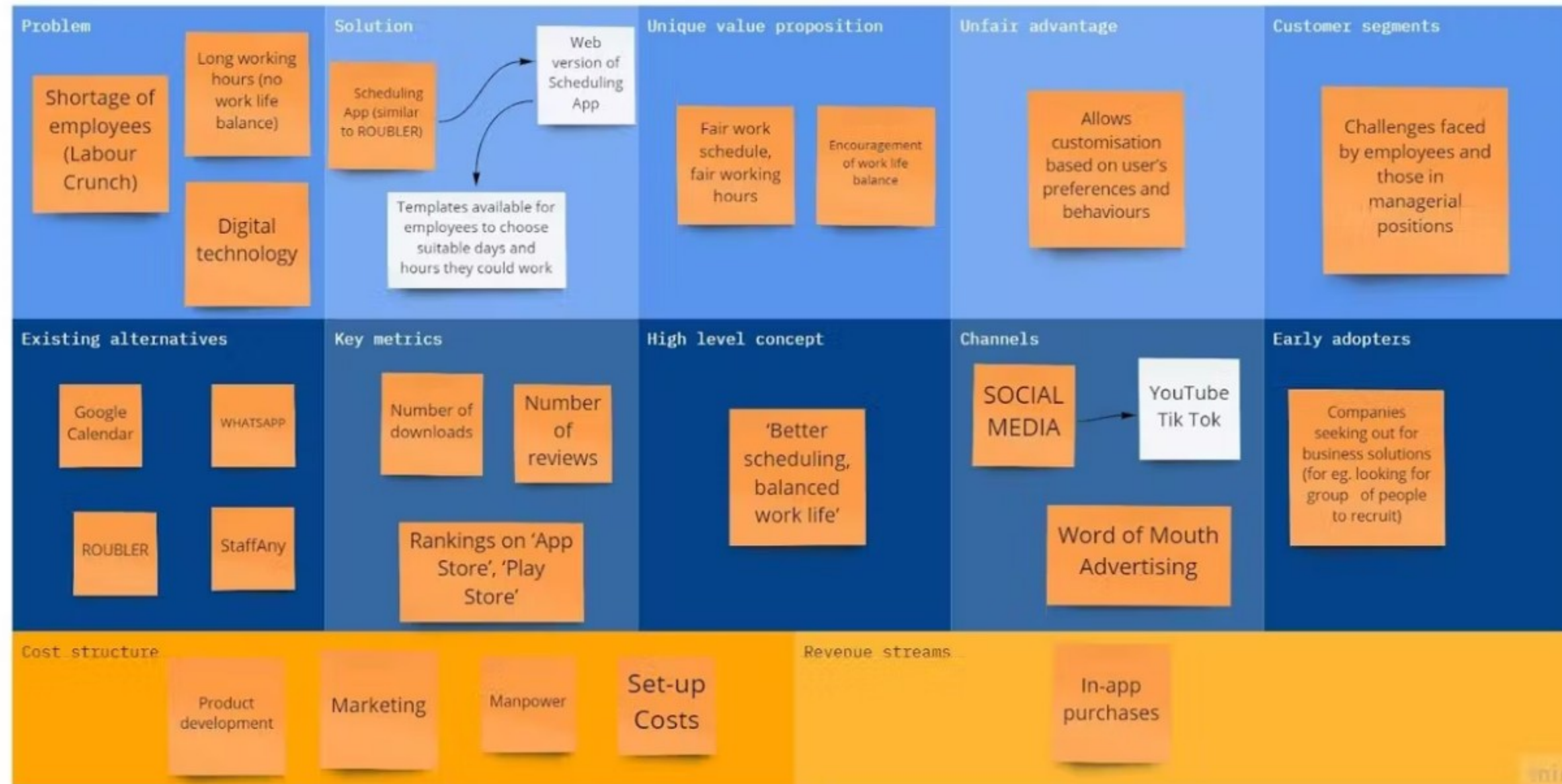


# Iterative!

# Build-Measure-

# Learn

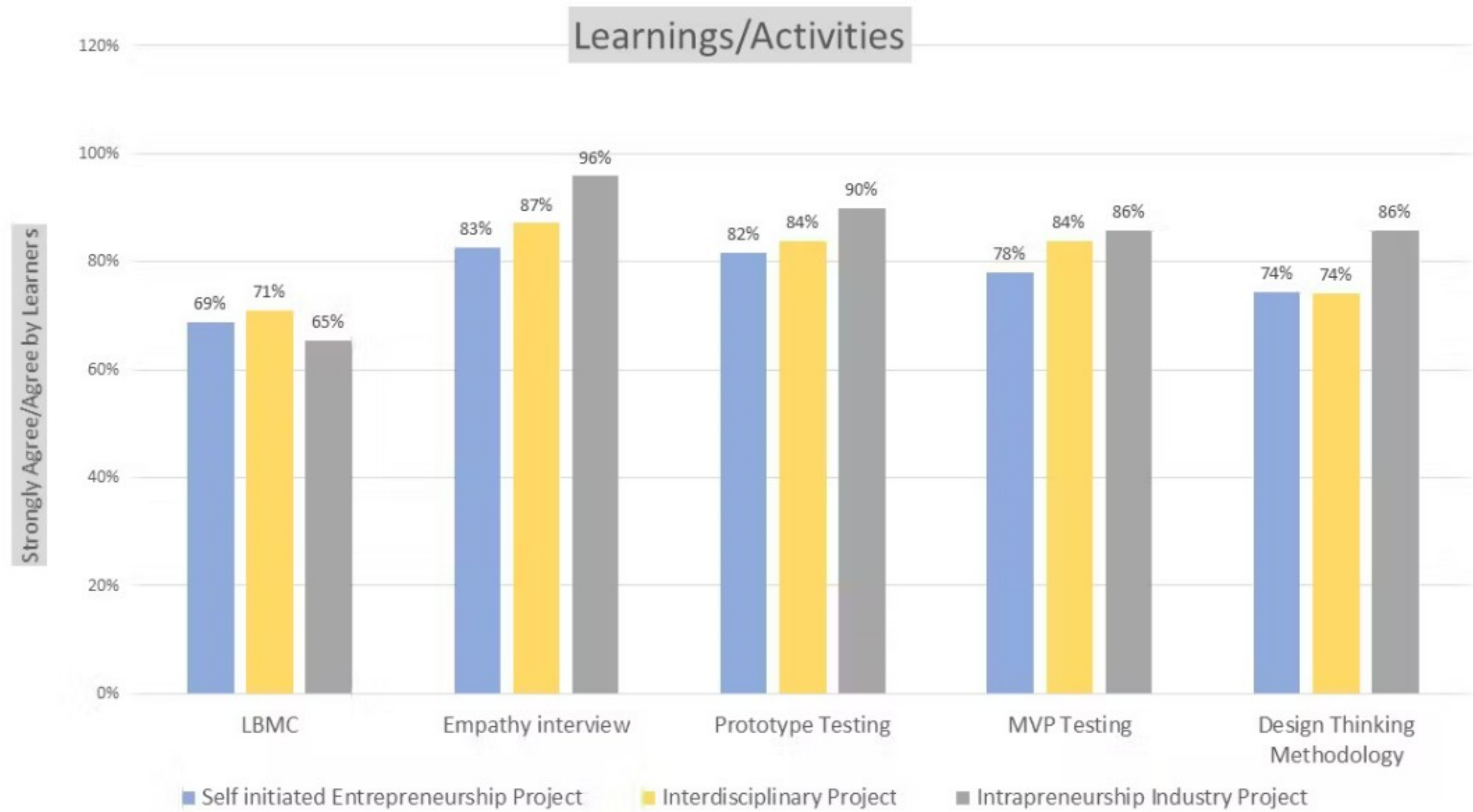




Final version of LBMC







# Entrepreneurial Competency Development - Delivery and Learning framework

- Async Lecture - Interactive and reflective
- Tutorial - Agile with facilitators (tutors)
- Webinar - Entrepreneurs
- Consultation - Colleagues from other schools and External mentors
- Prototyping - MakerSpace and MakersNode
- Funding - School of Business Management





# Building Future Entrepreneurs

If not me, who?  
If not now, when?

Benson Ong  
+65-9711-1964



## EXISTING ALTERNATIVES & DEFICIENCIES

- Kahoot! Challenge  
[Drill Bits](#)

Please go through this – it is not just a quiz.

BM4401 Limited Edition T-Shirt



Async Lectures - Interactive, Reflective



## HOW TUTORIAL IS CARRIED OUT



- Tutor is the facilitator
- Time limit per group: 15 minutes (strict)
- Each member has to report.
- What have you done since last week?
- What are you going to do this week?
- What are the challenges you face?

NP•SBM

Activities/Agile Facilitation







A promotional graphic for a webinar. It features a dark blue background with a large yellow circle on the left and a stylized yellow and white arc on the right. A circular inset photo shows a man in a suit, Jackson Kwa, smiling and gesturing. Text is overlaid on the graphic in white and yellow.

**ONLINE WEBINAR  
DIGITAL MARKETING**

**FOR YOUR ICA 3 & 4  
& INTERNSHIP & ....**

**FRIDAY, 1 JULY**  
**10:00 AM**

Webinar Link Available in  
BrightSpace,

**JACKSON KWA**  
**FACILITATOR**

## Digital Marketing Webinar





BM4401

**HMW impress the  
external judges with  
our ICA4?**

## Q & A

With Thomas Hoon, Lewis  
Chen and your tutors.  
Friday, 22 July  
10 am to 12 noon

Please refer to BS for  
Zoom link



SBM EIB Team





iConnect – Week 8  
20 External Mentors

iConnect - 20 external mentors





# NEED FUNDING?

An Initiative under the Innovation & Enterprise Office NYP  
Managed by MakerSpaceNYP



## Module Project Fund

\$50 per group.

Keep the receipts and submit to tutor for reimbursement.

## Mini Fund

\$100 per group.

Need to show:

- What you want to do?
- How will you do it?
- Schedule
- Budget

## Prototype Fund

Up to \$5,000

Need to show:

- Is the problem worth solving?
- Mock-ups and user testing
- milestones
- Budgeting

## Jumpstart Fund

Up to \$10,000

Need to show:

- Are You Ready for Serious business?

NYP • SBM

## Facilities and Funding

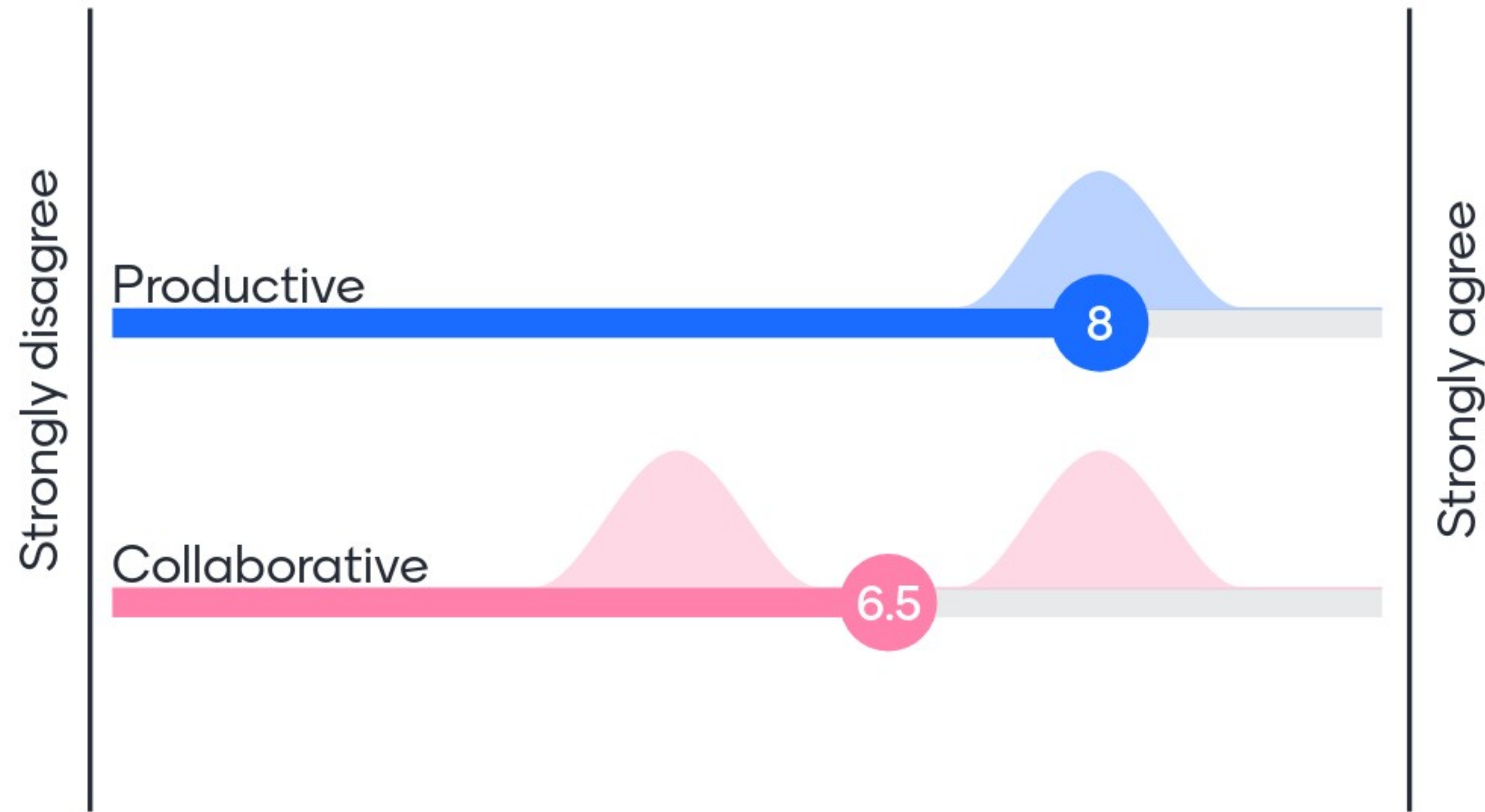


# Collaborative





# Our learners project meetings are productive and collaborative.



**Advisor:  
Chris Pang  
SBM Business  
Comms Senior  
Lecturer,  
Senior Specialist  
in T & L**





# Delivery Plan

- Lecture
- Project meeting during tutorials



# Assessment 2 - Collaborative Meeting

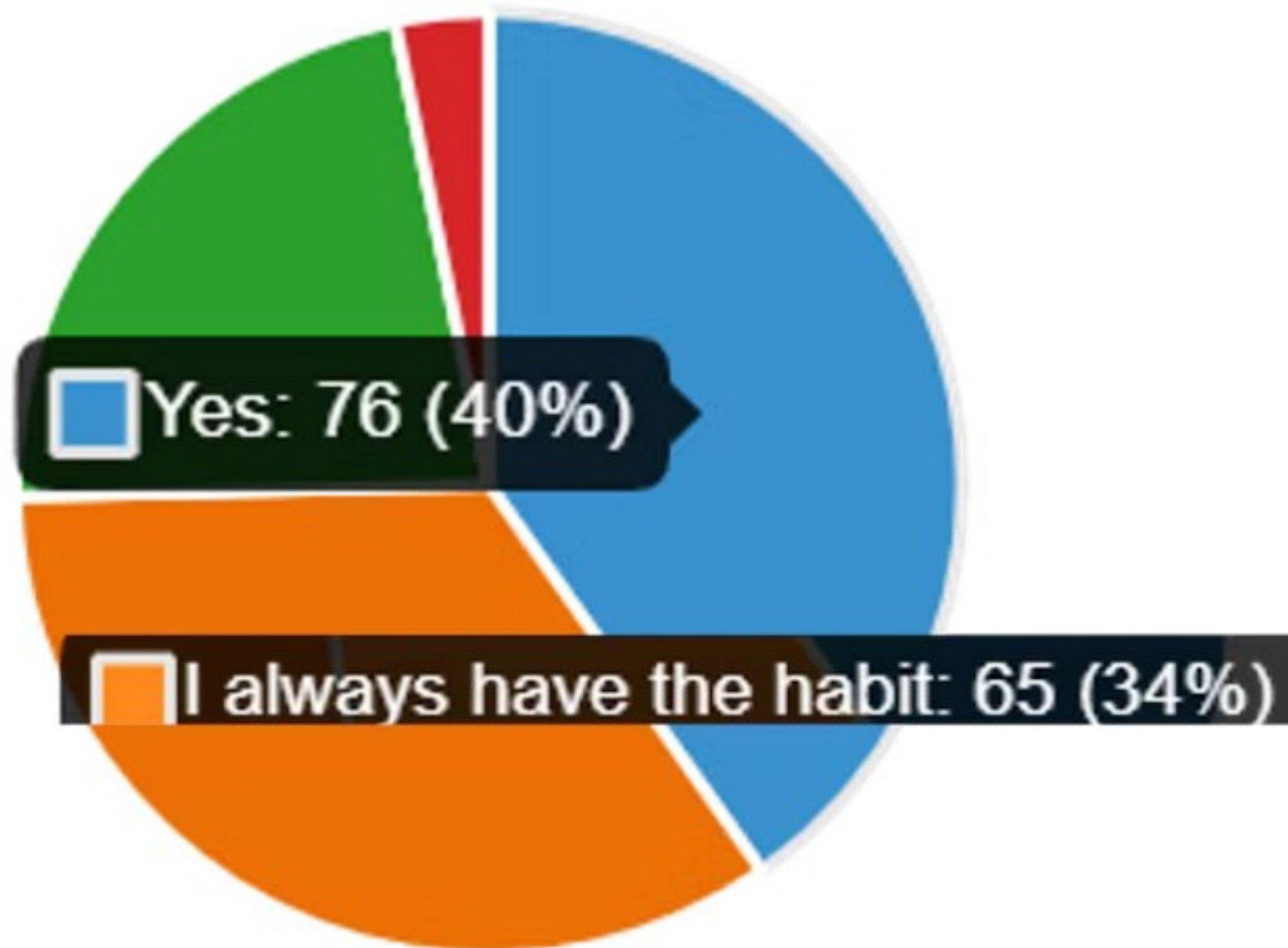
- Individual Weighting - 20%
- Group Weighting - 5%

The screenshot shows a Menti quiz interface overlaid on a video conference. The quiz questions and answers are as follows:

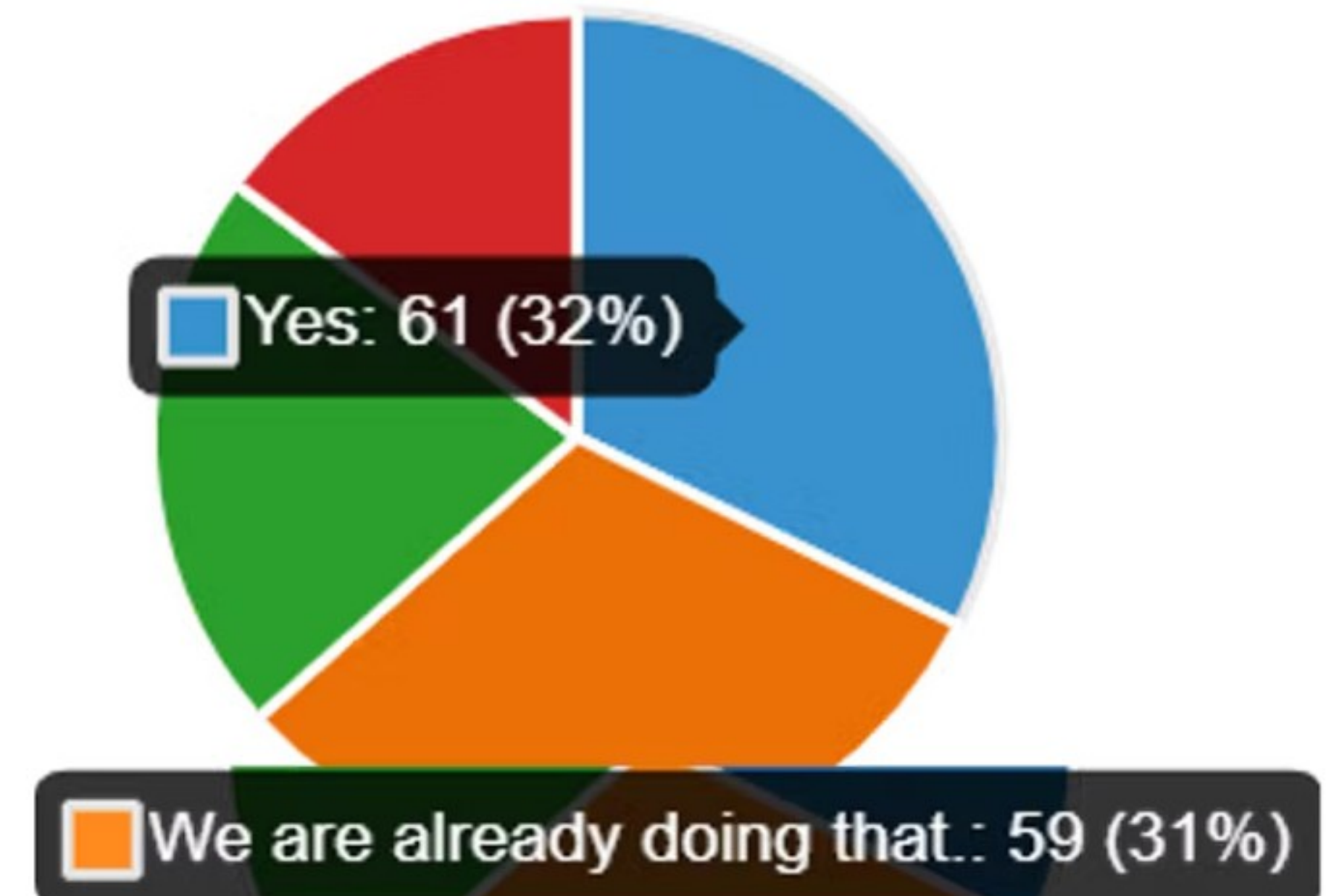
- Question 1:** Does the presence or growth of algae pose a challenge or is it a problem for you?  
**Answers:**
  - Ashleigh: - Yes. The presence of algae in the water will cause the roots to become rotten.
  - Mr Daniel: - Yes. The presence of algae in the hydroponic set-up is very irritating and unsightly. Very tough and troublesome to clean.
- Question 2:** How do you prevent the growth of algae?  
**Answers:**
  - Ashleigh: - Throws the whole p... out, cleans, and start... her plants again (this is because she... more chemicals, such... peroxide, in the water...
  - Mr Daniel: - Do a system overh... whole hydroponic se...

Other visible text includes "me", "sues that", "ffect the", "r", "plants?", "ince pH. Keeping", "ange is essential", "s plants", "lay eggs on the", "Mentimeter", "NUR SHAHADATULLA BTE SHAHRUDIN", "Chloe Tan", "LEE KAN HUI (RWIN)", "LEE YU CHU", "BODI YU'WANU MEDAN", "Benson Ong - Faci...", and "Benson Ong - Facilitator". The bottom of the screen shows a Windows taskbar with the date 18/9/2022 and time 5:37 PM.





To be more collaborative



To use collaborative tools

Assessment 2 Feedback - more collaborative and using tools



← → Q EMPATHY INTERVIEW

## EMPATHY INTERVIEW

The team conducted a **Face-To-Face interview** to understand more on the pain points that spectacles wearers faced

Conducted a total of **21 interviews**  
Interviewees ranged age **17 to 60 years old**

The interviewee felt **frustrated, irritated, annoyed** whenever they break their glasses while playing sports

Find it a **hassle** to wear spectacles as it **slips off** easily



ANG LU YU  
Joseph  
ELAINE TAN KE QING  
AISHA AKHTAR

Assessment 3 & 4 (Group Project)- Reality Check (Process Pitch to External Assessors)







**Process Pitch to External Assessors**



# Learners take ownership of their projects because they are able to choose

- their team members
- their projects
- their project development plan
- their mentors
- the external assessors





**We welcome inter-  
disciplinary collaboration!  
Call Benson Ong  
9711-1964**

# Ask us anything

0 questions

0 upvotes