ISGC Symposium

Teaching Enterprising Learners

By Clara Siow & Benson Ong
School of Business Management
Nanyang Polytechnic

21 March 2023
Instructions

Go to

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?

- Yes: 0
- No: 0
- Not sure: 2
What & How?
How important is Entrepreneurship in

1st: Starting a business?

2nd: Employment?
Rank the competency level of our learners in these skills

1st: Human Skills
2nd: Conceptual Skills
3rd: Technical Skills
To learners at Poly level, what is a fair assessment of their entrepreneurship projects?

- The project outcome: X
- The project development process: ✔
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 DAVENDIRAN
HR Executive of a Foreign Bank, DBM (HR-ENTREP) 2018

EZEKIEL HO
Founder, MEISTERKLASSE, DPMA 2012

JAYCE CHUA
Founder, Ecomms Pte Ltd, DSW 2012

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

BM4401 PRESENTS

Friday 22-4-22
10AM - 12NN
GET YOUR QUESTIONS READY

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

Pictures of Self-Initiated Entrepreneurship Projects
Intra-preneurship Projects - 17 groups 83 learners
SAS-SBM Inter-disciplinary Projects - 10 groups 47 learners
SAS-SBM Inter-disciplinary Projects
Co-teaching

EMPATHY INTERVIEWS

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.
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?

0

How to do?

2
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?

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 Teikng.
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 HT Tea is needed

EXISTING ALTERNATIVES
Hoakia Tonic Herbal Tea
Tea’s Tea
Thye Shan herbal tea
San Chen

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 it to be too strong

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

– Ash Maurya
CALLING ALL PET LOVERS

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- BOOKING
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NEW

10" WHITE BUTTON MUSHROOMS & ENOKI
CAPSICUM

Performance for your post
- 2 People reached
- 0 Likes, comments and shares
- 1 Post clicks
- 1 Photo views
- 0 Link clicks
- 0 Other Clicks

NEGATIVE FEEDBACK
- 0 Hide all posts
- 0 Hide post
- 0 Report as spam
- 0 Unlike flag
- 0 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION
- Total reach: 2
- Organic reach: 2
- Total impressions: 2
- Organic impressions: 2
- Paid impressions: 0

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
  Doll Box

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

  BM4401 Limited Edition T-Shirt

Async Lectures - Interactive, Reflective
Activities/Agile Facilitation

**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?
ALERT Feedback for a Tutorial Session
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
Facilities and Funding

NEED FUNDING?

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

<table>
<thead>
<tr>
<th>Module Project Fund</th>
<th>Mini Fund</th>
<th>Prototype Fund</th>
<th>Jumpstart Fund</th>
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<tbody>
<tr>
<td>$50 per group.</td>
<td>$100 per group.</td>
<td>Up to $5,000</td>
<td>Up to $10,000</td>
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<tr>
<td>Keep the receipts and submit to tutor for reimbursement.</td>
<td>Need to show:</td>
<td>Need to show:</td>
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<td></td>
<td>• What you want to do?</td>
<td>• Is the problem worth solving?</td>
<td>• Are You Ready for Serious business?</td>
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<td>• How will you do it?</td>
<td>• Mock-ups and user testing</td>
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<td>• Schedule</td>
<td>• milestones</td>
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<td>• Budget</td>
<td>• Budgeting</td>
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NYP SBM

43
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%
To be more collaborative

I always have the habit: 65 (34%)

Yes: 76 (40%)

To use collaborative tools

We are already doing that: 59 (31%)

Yes: 61 (32%)

Assessment 2 Feedback - more collaborative and using tools
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.

**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 interdisciplinary collaboration!
Call Benson Ong
9711-1964
Ask us anything

0 questions
0 upvotes