

BUS108 Geron-Preneurship and Innovation

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

The target market of elderly customers is a niche market. The consumers in this market have unique needs and wants. Many of current products in the general market might not satisfy those needs. This creates unsatisfied pain points, and innovative solutions are required. Thus, BUS108 Geron-Preneurship and Innovation provides opportunities for students to learn about the ageing market and opportunities arising from the ageing population.

Furthermore, the marketing tools and techniques used to reach the target elderly customers would need to be innovative and should take into account the target customer experiences and capability. This is also magnified by digital transformation. The ageing market could have unmet needs where the purchase decision is not taken by the elderly end users. Therefore, this course will deal with geron-preneurship for the aging society, social entrepreneurship and innovations. It will look at current trends in innovation and geron-preneurship with a focus on Singapore and Asia. Finally, the course will also discuss business ethics and the ethics of dealing with elderly customers.

Topics:

- Geron-preneurship for the aging society, including social entrepreneurship
- Fundamentals of geron-preneurship: Transforming a business idea into a sustainable venture
- Elderly customer needs and customer pain points
- New frontiers, opportunities and ventures in the field of aging
- Innovation in the aging marketplace
- Digital transformation and geron-preneurship
- Marketing tools and techniques for the ageing marketplace
- Purchase decision makers and end users
- Current trends in innovation and geron-preneurship
- Innovation and social enterprises
- Business ethics, especially in dealing with elderly customers
- Contemporary topics in innovation and geron-preneurship

Textbooks:

BUS108 Study Guide (UDC - SUSS) SUSS
ISBN-13: SG-1978

Learning Outcome:

- Identify challenges and market opportunities created by an aging society
- Recognise the importance of innovation and relevant skills required to launch viable products and businesses to serve the seniors, including sustainable business models
- Discuss social entrepreneurship and social enterprises
- Describe and apply geron-preneurial concepts
- Relate innovation to geron-preneurship
- State ideas clearly in a business report and able to work in a team

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	10
	TUTOR-MARKED ASSIGNMENT 1	20
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
Total		100

*The information listed is subject to review and change.