**Course Keywords	Human Factors, Psychology, Cognition, HCI, Entrepreneurship
*1. Goals	This course aims to introduce students to the principles of Human Factors Psychology and how they can be applied to entrepreneurship. - Identify human capabilities and limitations in modern human-machine interactions; - Analyze and evaluate human interactions with various products, services, and systems; - Apply Human Factors principles to enhance user experience and safety; - Cultivate creative thinking and problem-solving abilities through entrepreneurial exercises; - Demonstrate effective teamwork and communication in entrepreneurial projects.

**2. Reading Materials	Textbooks (recommended)	Design of Everyday Things (by Donald Norman) Engineering Psychology and Human Performance (by Chris Wickens)
	References	Additional articles will be distributed

**3. Course Schedule	Lecture Method	☐Flipped learning ☐Theory-driven ☐Discussion-oriented ☐Project-based ☐Others

		Tentative Schedule:
		
		Week 1 (Sep 6) Introduction to Human Factors Psychology and Entrepreneurship
		  • Overview of Human Factors Psychology and its relationship to Entrepreneurship
		  • Reading: The Questions Every Entrepreneur Must Answer
		
		Week 2 (Sep 13) Human Perception and Cognition
		  • Understanding human perception and cognitive processes
		  • Reading: Identifying venture opportunities
		  • Exercise: Human-centered design (in-class group assignment)
		
		Week 3 (Sep 20) Human-Computer Interaction (HCI)
		  • Introduction to Human-Computer Interaction
		  • Usability principles for software and digital products
		  • Exercise: Usability testing of a digital product (in-class group assignment)
		
		Week 4 (Sep 27) No class
		  • Develop Your Own Entrepreneur Ideas
		
		Week 5 (Oct 4) Human Factors in Product Design
		  • Human-centered product design principles
		  • Exercise: Developer, Manager, & Designer (in-class group assignment)
		
		Week 6 (Oct 11) Usability and User Experience (UX) Design
		  • Evaluating usability and user experience in products and services
		  • Entrepreneurial exercise: Designing a user-friendly mobile app
		
		Week 7 (Oct 18) How to Make Great Presentations
		  • Spatial Displays, Graphs, and Non-verbal communications
		  • Exercise: Make a 1-page venture idea, 2-minute presentation
		
		Week 8 (Oct 25) Human Factors in Marketing and Advertising
		  • Psychological principles in marketing and advertising
		  • Ethical considerations in persuasive design
		  • Entrepreneurial Exercise: Marketing and advertising for your product
		
		Week 9 (Nov 1) Human Factors in Decision Making
		  • The role of Human Factors in decision-making processes
		  • Exercise: Identifying cognitive biases in entrepreneur decision making
		
		Week 10 (Nov 8) Human Factors in Teamwork and Leadership
		  • Human Factors considerations in team dynamics
		  • Exercise: Entrepreneurial venture simulation with a focus on teamwork
		
		Week 11 (Nov 15) Innovation and Creativity in Entrepreneurship
		  • Cultivating creativity in business endeavors
		  • Exercise: Final project idea proposal (small group assignment)

	Week 12 (Nov 22) Ethical Considerations in Human Factors and Entrepreneurship • Ethical issues in Human Factors research and application • (Open Book) Exam Week 13 (Nov 29) Presentations + Panel Discussion Week 14 (Dec 6) Presentations + Panel Discussion Week 15 (Dec 13) Presentations + Panel Discussion

	Grading Method	Absolute evaluation					
	Grading Type	A~F					
	Item	Attendance	Assignment	Quizzes + Midterm	Final Project	Other	Total
*4. Evaluation	Rate	20%	20%	20%	40%		100%
	Note		Individual and Group Assignment	2 pop quizzes + Open Book Essay test			
	Attendance Policy	Students who are absent more than 1/3 of class days will receive "F" or "U" grade.Students whose attendance is acknowledged can be exceptions. (Academic Grading Regulations, Guidance of Attendance and Grading for Early Employed Students)					
	Other	Other matters pertaining to the evaluation method such as regulations on cheating, whether and how alternative tests are made, and whether feedback for assignments or tests is provided					

5. Quota Exceeding Course Registration	Capacity	Up to 60 Students

6. Guideline for Students	Prerequisite Courses	
	Requirements	
	Office Hours	

7. Support Services for Students with Disabilities ※ Contents can be modified as needed	For Lectures	○ Visual Impairment: Make textbooks(digital textbook, braille textbook, enlarged textbook etc.), Allow note takers ○ Physical Disability: Make textbooks(digital textbook), Allow note takers and assistants ○ Hearing Impairment: Allow note takers and translators, Allow lecture recording ○ Health Impairment: Excuse absence due to health problems, Allow note takers ○ Learning Disability: Allow note takers ○ Intellectual Disability / Autism Spectrum Disorder: Allow note takers and mentors
	For Assignments & Evaluations	○ Visual Impairment / Physical Disability / Hearing Impairment / Health Impairment / Learning Disability: Extend assignment deadlines, Offer alternate assignment submission and response method, Extend testing period, Offer alternate testing method, Offer different testing room ○ Intellectual Disability / Autism Spectrum Disorder: Offer individualized assignments and alternative evaluations
	Other	Students who take this course can get appropriate level of support service including the support listed above depending on the students' individual characteristics and needs through consultation with professors and the Support Center for Students with Disabilities. If you have any questions concerning support service for students with disabilities you can contact Professor *** (02-880-****) or Support Center for Students with Disabilities (02-880-8787).