

# AI, Entrepreneurship, and Happiness

Prof. Sheng-Ying Pao



## Could We Innovate Happiness?

### Course Description

As we are entering a new era of artificial intelligence and technology-driven experience, we still want to be happy. There are countless ideas about what happiness is. We no longer live in the world without technology. In the meantime, how we use technology has significantly impacted our emotional wellbeing. How does AI change how we interact and feel with one another? Can we produce happiness through technology innovation and rethink about entrepreneurship strategies?

Furthermore, as a member of National Tsing Hua University, rather than being the users of technology, we are also the creators, the inventors, and the artists behind tomorrow's innovation. This course will integrate scientific research with practical case studies to cover approaches that lead to entrepreneurship and technology innovation crossing multiple disciplines.

Can happiness be innovated? Students will engage with some of the most provocative and practical research projects from the academic scientific and artistic studies to real-world product innovations. Throughout the course, stages of innovation process and interdisciplinary approaches will be discussed. This course will also cover the process of identifying and quantifying interdisciplinary opportunities, then conceptualizing, planning, and starting a new enterprise. Balancing theoretical and practitioner learning, this course will explore building blocks of interdisciplinary innovation, entrepreneurial strategy, and will discover how cutting-edge research can be applied to your own life.

Let's invent happiness.

## **Master Schedule**

### **Week 1**

#### **Introduction**

- Why take this course?
- Rules, responsibilities, and team-building

### **Week 2**

#### **Misconceptions about Innovation and Entrepreneurship**

- What is innovation and entrepreneurship?
- Innovation and entrepreneurship biases

### **Week 3**

#### **Innovation Process: Interdisciplinary Strategy and Entrepreneurship**

- Introduction to innovation process
- How to make interdisciplinary innovation
- What are the interdisciplinary opportunities and challenges?
- Key factors to creating and running a successful startup company

### **Week 4 - 5**

#### **Defining Your Own Path**

- What makes you unhappy?
- Revisiting your journey and designing your next dreams.
- Discovering how cutting-edge technology can be applied to our own lives.

### **Week 6**

#### **The Arts and Sciences of Happiness**

- The ground-breaking science of happiness
- The arts of happiness
- How technology impacts on happiness
- Is technology killing happiness?

- Discovering how cutting-edge technology can be applied to our own lives.

**Week 7**  
**Project Presentation**

- Project proposal presentation and critique

**Week 8 - 9**  
**Interdisciplinary Innovation: Artificial Intelligence (AI) and Happiness**

- Special topics and real-world case study on the interdisciplinary domain, crossing Artificial Intelligence (AI) and happiness
- Revisiting the progress from Week 7: Re-innovating your happiness

**Week 10 - 11**  
**Interdisciplinary Innovation: Artificial Intelligence (AI) and Entrepreneurship**

- Special topics and real-world case study on the interdisciplinary domain, crossing AI and Entrepreneurship
- Revisiting the progress from Week 7: Re-innovating your happiness

**Week 12 - 13**  
**Interdisciplinary Innovation: Entrepreneurship and Happiness**

- Special topics and real-world case study on the interdisciplinary domain, crossing Entrepreneurship and happiness
- Revisiting the progress from Week 7: Re-innovating your happiness

**Week 14 - 15**  
**Workshop and Feedback**

**Week 16**  
**Final Project Presentation**

- Final project review and presentation

**Week 17**  
**Experience the innovation of happiness for yourself**

- Apply the interdisciplinary approaches learned throughout this course on innovation.
- Apply the interdisciplinary approaches learned throughout this course in your own life.
- Evaluate the significance changes in happiness from both perspectives.
- Experience the innovation of happiness for yourself and for one another: measuring and reporting