

Course Title	Entrepreneurship
Course Length	2 Weeks
Target Audience	Anyone with a passion for starting their own business.
Prerequisites (if any)	At least an intermediate level of education
Language of Instruction	English Predominantly

Course Description
<p>In this course, students will focus on learning the essential skills and strategies to successfully launch and grow a new business. Topics covered include market validation, product development, business planning and strategy, marketing and sales, funding and financial management, leadership and team building. The course will also delve into practical aspects of entrepreneurship, such as identifying and overcoming common challenges, building a supportive network, and developing a growth mindset. The course aims to equip students with the knowledge and skills needed to turn their entrepreneurial ideas into successful, thriving businesses.</p>

Course Learning Outcomes	
	By the end of this course, the students should be able to:
LO1:	Better understand themselves and their suitability to be an entrepreneur.
LO2:	Understand how to validate a business idea through research, target market identification and demand.
LO3:	Develop a comprehensive business plan, defining a business model (Blue Ocean), and set goals and objectives.
LO4:	Better understanding of marketing and sales concepts and strategies, engaging customers, building the brand, and driving revenues.
LO5:	Understand the financial side of entrepreneurship, including making a pitch deck, funding, cash flows and sustainable growth.
LO6:	Learn how to build a strong team, creating a positive company culture and leadership skills.

Assessments/Graded Components

1. **Class participation and attendance:** This will include regular class attendance, active participation in discussions and group activities, and contributing to class discussions.
2. **Assignments and projects:** These will include individual or group projects, case studies, market research and business plan assignments, and presentations.
3. **Quizzes:** These will include regular quizzes designed to evaluate students' understanding of key concepts and theories.
4. **Business plan development:** This will include developing a comprehensive business plan, including market research, product development, marketing and sales strategies, and financial projections.
5. **Entrepreneurial pitch:** There will be a final presentation where students will pitch their business ideas to the class or a panel of experts, focusing on demonstrating their entrepreneurial skills and knowledge.

Course Summary			
Lecture	Module Name	Key Concepts/Topics Covered	Assessments
1	Entrepreneurs – Who are they? What Drives Them?	Types of Entrepreneurs: Key Attributes of Successful Entrepreneurs Understanding Oneself – Objectives, Personality & Situation Partnerships – What to look for and what to Avoid Creating a Workplace Challenges and how to prepare for them	Class Participation Quiz

2	The Big Idea – Or Is It?	<p>How to recognise a Big Idea?</p> <ol style="list-style-type: none"> 1. Solve a problem: Identify a problem that you or others face 2. How to observe customer behaviour 3. How to Look for trends 4. 360° Networking 5. Developing Feedback Mechanisms 6. Organised Brainstorming 7. Understanding Research: What, Who and Where 8. Understanding market research and validation techniques 9. Identifying target customers and evaluating market demand 10. Developing a value proposition and customer segmentation 11. Testing and iterations <p>Defining the business model and creating a business plan</p> <ol style="list-style-type: none"> 1. Red or Blue Ocean 2. Customer Segments 3. Value Proposition 4. Channels 5. Customer Relationships 6. Revenue Streams 	Class Participation Small Project Quiz
		<ol style="list-style-type: none"> 7. Key Resources 8. Key Partners 9. Cost Structures 10. P&L and Cashflows 11. Setting goals and objectives and creating a roadmap for growth 	

3	Product/Service Development	<ol style="list-style-type: none"> 1. Creating a product or service that meets customer needs 2. Product design and testing 3. Understanding the product-market fit and the role of the minimum viable product (MVP) 4. Importance of Product Roadmap 5. Delivering projects on time – the role of project management 	Class Participation Quiz
4	Marketing & Sales Planning	<ol style="list-style-type: none"> 1. Marketing strategy development 2. Target market identification and segmentation 3. Brand positioning and differentiation 4. Pricing strategies 5. Promotion and advertising tactics in the digital world 6. Sales forecasting and budgeting 7. Channel and distribution management 8. Customer relationship management (CRM) 9. Sales enablement and training 10. Salesforce management and motivation 11. Sales process optimisation 12. Lead generation and qualification 13. Closing and negotiation techniques 14. Customer satisfaction and loyalty 15. Post-sale follow-up and retention 16. Sales and marketing technology (Martech) 17. Measuring and analysing marketing and sales performance 	Class Participation Assignment Quiz

5	Funding & Financial Management	<ol style="list-style-type: none"> 1. Understanding different funding sources (e.g. angel investors, venture capital, crowdfunding, grants) 2. Creating a compelling pitch deck 3. Networking and finding potential investors 4. Understanding valuation and equity 5. Negotiating terms and deal structure 6. Due diligence and legal considerations 7. Alternative funding options (e.g. bootstrapping, revenue-based financing) 8. Financial forecasting and planning 9. Presenting financials to investors 10. Understanding exit strategies 11. Maximising return on investment (ROI) for investors 12. Building and maintaining investor relationships 13. Understanding the fundraising process and timeline 14. Legal compliance 15. Preparing for and negotiating with venture capitalists. 	Class Participation Quiz
6	Leadership & Team Building	<ol style="list-style-type: none"> 1. Understanding leadership styles and their impact on team dynamics 2. Effective communication and interpersonal skills 3. Conflict resolution and problem-solving techniques 4. Emotional intelligence and self-awareness 5. Delegation and decision-making strategies 6. Motivating and inspiring team members 7. Developing a positive team culture 8. Managing team performance and setting goals 9. Coaching and mentoring team members 10. Building trust and fostering collaboration 11. Encouraging creativity and innovation 12. Recognising and managing stress in the team 13. Cross-functional team management 14. Change management and adapting to new situations 15. Diversity and inclusion in the team and organisation. 	Class Participation Quiz

7	Final Project	Class participants will be asked to work in a group 2-3 and develop a complete pitch.	Pitch Presentation

Supplementary Reading Material

The following books are recommended;

Contagious: How to build word of mouth in the Digital Age by Jonah Berger

The Startup Owner's Manual by Steve Blank and Bob Dorf

Business Model Generation by Alexander Osterwalder and Yves Pigneur

The Innovator's Dilemma by Clayton Christensen

The Prosperity Paradox: How Nations can Lift out of Poverty by Clayton Christensen, Efosa Ojomo and Karen Dillon