

Course Title	How to build a tech startup: Idea to Global Venture
Course Length	6 weeks
Target Audience	This course is designed for students who aspire to become entrepreneurs, work in startups, or drive innovation within established organizations. It is suitable for both aspiring entrepreneurs with business ideas and individuals seeking to gain a deeper understanding of the entrepreneurial process.
Prerequisites (if any)	There are no formal prerequisites for this course; however, students are expected to have a foundational knowledge of business concepts and a keen interest in entrepreneurship.
Language of Instruction	English

Course Description
Entrepreneurship in the 21st century presents unique challenges and opportunities. This course will equip students with the knowledge, skills, and mindset required to identify, evaluate, and capitalize on entrepreneurial opportunities in an ever-changing business landscape. Through case studies, experiential learning, and lectures, students will gain a comprehensive understanding of the key elements of successful entrepreneurship.

Course Learning Outcomes	
	By the end of this course, the students should be able to:
LO1:	Develop a deep understanding of the entrepreneurial process, including opportunity identification, evaluation, and execution.
LO2:	Cultivate the skills required to navigate the complex challenges faced by entrepreneurs, such as resource acquisition, team building, and scaling.
LO3:	Foster an innovative mindset, encouraging students to think creatively and identify disruptive business models.
LO4:	Provide practical insights into launching and managing new ventures in various industries and contexts.

LO5:	Develop critical thinking and decision-making skills by analyzing real-world entrepreneurial cases and formulating effective strategies.
LO6:	Gain an understanding of how global entrepreneurship works.

Assessments/Graded Components
Class attendance and participation 50% Course Project 50%

Course Summary			
Module	Module Name	Key Concepts/Topics Covered	Assessments
1	Module 1: Introduction to Entrepreneurship	<ul style="list-style-type: none"> Defining entrepreneurship and its importance in the 21st century. Understanding the entrepreneurial mindset and key personality traits. Examining Historical and contemporary entrepreneurial success stories. 	<ul style="list-style-type: none"> Class Attendance Class Participation
2	Module 2: Opportunity Identification and Evaluation	<ul style="list-style-type: none"> Techniques for identifying viable business opportunities. Evaluating market-potential and competitive landscape. Assessing the feasibility and sustainability of a business idea. 	<ul style="list-style-type: none"> Class Attendance Class Participation
3	Module 3: Entrepreneurial Strategy and Business Models	<ul style="list-style-type: none"> Developing a compelling value proposition. Crafting a sustainable business model. Analyzing the competitive advantage and value creation. 	<ul style="list-style-type: none"> Class Attendance Class Participation
4	Module 4: Financing and Resource Acquisition	<ul style="list-style-type: none"> Understanding sources of funding, including venture capital, and angel investors. Developing a comprehensive business plan and financial model. Negotiating deals and securing funding. 	<ul style="list-style-type: none"> Class Attendance Class Participation
5	Module 5: Building and Managing	<ul style="list-style-type: none"> Effective team building and recruitment strategies. Managing team dynamics and resolving conflicts. 	<ul style="list-style-type: none"> Class Attendance Class Participation

	Entrepreneurial Teams	<ul style="list-style-type: none"> ● Leadership and Motivation in the entrepreneurial context. 	
6	Module 6: Launching and Scaling the Venture	<ul style="list-style-type: none"> ● Developing a go-to-market strategy. ● Managing growth and scaling operations. ● Identifying and managing risks and uncertainties. 	<ul style="list-style-type: none"> ● Class Attendance ● Class Participation
7	Module 7: Social Entrepreneurship	<ul style="list-style-type: none"> ● Exploring entrepreneurial approaches to social and environmental challenges. ● Ethical considerations in Entrepreneurship. 	<ul style="list-style-type: none"> ● Class Attendance ● Class Participation
8	Module 8: International Entrepreneurship and Global Expansion	<ul style="list-style-type: none"> ● Understanding the challenges and opportunities of international entrepreneurship. ● Analyzing cultural, legal, and regulatory differences. ● Strategies for successful global expansion. 	<ul style="list-style-type: none"> ● Class Attendance ● Class Participation

Supplementary Reading Material

- Zero to One by Blake Masters and Peter Thiel
- Hooked: How To Build Habit-Forming Products by Nir Eyal
- The Psychology of Money: Timeless Lessons on wealth, greed, and Happiness by Morgan Housel
- The Laws of Human Nature by Robert Greene
- <https://www.investopedia.com/>
- Competitive Advantage: Creating and Sustaining Superior Performance by Michael E. Porter
- <https://www.ycombinator.com/library>