

BUSI60042: Entrepreneurship Online

MODULE DESCRIPTION

The Entrepreneurship Online module offers you a unique opportunity to build your knowledge, skills, experience and networks for starting up a new venture in any industrial or social domain.

The module aims to inspire you to develop an entrepreneurial mindset and equip you with the tools to validate and start new ventures.

LEARNING OUTCOMES

At the end of the module, you will be able to;

- Apply key concepts, processes, and tools used in the startup ecosystem.
- Learn and follow key steps to discover, validate, nurture, and build on top of a novel entrepreneurial opportunity.
- Design, iterate or pivot, validate and further develop a business model for your startup in any domain.
- Identify the challenges you could face in starting up a new venture and apply tactics to overcome them.
- Identify, access and use resources to support your startup activities within Imperial and the wider startup ecosystem.
- Develop teamwork, project management, prototyping, experimentation, analytical, and presentation skills.

MODULE CONTENT (these contents may vary slightly)

1. Opportunities
2. Types of Innovation
3. The New Lean Method: what, why and how?
4. On Customer Discovery and Developing Early Insights
5. Crafting a Value Proposition
6. Intellectual property protection
7. Entrepreneurial Strategies: market segmentation, revenue models and pricing
8. Funding and finances
9. Pitching
10. Module review

TEACHING METHODS

This module will be delivered online. This module is made up of 10 self-guided sessions as well as online materials and support, providing content that is equivalent to a face-to-face module.

The module is self-contained, in that all of the chosen topics are covered within its range of online resources (including links to external readings) Teaching is delivered by a pragmatic

blend of pre-recorded lectures, synchronous scheduled live tutorials, asynchronous peer-to-peer and staff-moderated discussion forums, case studies, and exercises. This approach encourages the achievement of the various learning outcomes by ensuring the acquisition of knowledge and skills, as well as the development of critical appreciation of the theory and concepts covered in the module and how these can be applied to real-world entrepreneurial contexts.

ASSESSMENT

The module will be assessed by:

- Group report - 50%
- Group video - 30%
- Group lean canvas and summary - 20%