BUSI60042: Entrepreneurship Online

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Module Description

The Entrepreneurship Online module offers you a unique opportunity to build your knowledge, skills and experience in developing a new business idea. The module aims to inspire you to develop an entrepreneurial mindset for setting up and driving new projects or 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)

- Discovering Opportunities, Problems, Customers & Stakeholders
- The Lean Startup method: 4 building blocks
- Customer Discovery: finding early customers, signals and insights
- Crafting your Value Proposition
- Customer Development and Validation
- The Minimum Viable Product (MVP)
- Verifying your Business Model: pivot or proceed through running experiments
- Entrepreneurial strategy, revenue models and pricing
- Funding, finance and acceleration
- Storytelling and Pitching
- Impact Entrepreneurship and Sustainable Development Goals (SDGs)

Teaching Methods

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 online polls and activities. You will also be supported by a Teaching Assistant who actively monitors engagement with weekly activities and responds to posts on the online forum, providing additional opportunity for you to consolidate your understanding and ask questions. This approach encourages the achievement of the various learning outcomes by ensuring the acquisition of knowledge and facts, 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 contexts.

Assessment

The module will be assessed by:

- Group Lean Canvas - 20%
- Group Validation Report – 50%
- Group Pitch Video - 30%