

COURSE OUTLINE

Course Code	ET9212
Course Title	Entrepreneurial Ecosystem

A) Course Aims/Description

Upon completion of this course, you will know how to recognize and evaluate new venture opportunities; will understand the issues faced by entrepreneurs when starting a venture; and will have the fundamental skills and tools required for starting and growing a new business. In addition, you will know and understand the difference between an opportunity and an idea; the value proposition and how it applies to a new venture; the need for sustainable competitive advantage; and the methods to estimate profitability of a new venture. Finally, you will be able to better assess your potential and interest in becoming an entrepreneur.

B) Intended Learning Outcomes (ILO)/Objectives

By the end of this course, you should be able to:

1. Explain where and how you can be engaged in the entrepreneurial eco-system
2. Recognize and evaluate new business opportunities;
3. Describe issues faced by entrepreneurs when starting a business;
4. Map a venture's value using a business model;
5. Develop a plan for the new venture.

C) Course Contents

Designing a business model;
Estimating market size for a new product or service;
Life cycles and product specifications;
Customer acquisition;
Building the entrepreneurial team;
Cost of customer acquisition and life-time customer value;

D) Assessment (includes both continuous and summative assessment)

Component	Weightage	# Team/Individual
1. Personal biography and video	5%	Individual
2. Entrepreneur spotlight video * in-class presentation; any member can present)	5%	Team
3. 7 memos + presentations * in-class presentation; any member can present)	30%	Team
4. Lessons learned presentation (* in-class presentation; any member can present)	5%	Team
5. Feasibility report	15%	Team
6. Pitch video	5%	Individual

7. Participation	20%	Individual
8. Quizzes (mid-term and final)	15%	Individual
Total	100%	

E) Planned Weekly Schedule

Week	Topic
1	Course introduction
2	IdeaLab Exercise
3	Business Model
4	Market Considerations
5	Total Assessable Market, Persona and Customers
6	Value propositions, life cycles and product specification
7	Customer acquisition
8	Building the entrepreneurial team
9	Field project update; Guest speakers
10	Pricing, long term value
11	Cost of customer acquisition
12	Stepping back: Intellectual property issues in new ventures
13	Lessons learned presentations