

Outline of a new UG Entrepreneurship Course

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Target Audience

- Should be a UG3 courses which students can take instead of SDP
- Students interested in learning about the process of setting up, launching and running a business

Format and Delivery

- Mix of lectures, guest lectures, workshops and a group-based project
- Students are encouraged to bring their own startup idea, maybe even existing team
- Lectures on core topics outlined in syllabus
- 1 semester, alongside SDP
- Weekly lectures, accompanied by workshops for groups

Assessment

- Group presentation - “Investor pitch”
- Group report - “Business Plan”
- Prototype development and presentation

Potential Syllabus

(Loosely based on: <https://mithunjadhav.files.wordpress.com/2016/11/em.pdf>)

- **Entrepreneurial Perspective**
 - Concepts of entrepreneur, entrepreneurship and enterprise
 - Advantages of entrepreneurship
 - Nature and development of entrepreneurship
 - Equality, Diversity and Inclusion in entrepreneurship
 - Dynamic role of small businesses in economic development
 - Personality of entrepreneurs and of intrapreneurs
 - Innovation and entrepreneurship
- **Entrepreneurial Environment**
 - Policy perspectives to promote entrepreneurship and enterprises
 - Analysis of business opportunities in different sectors of economy at national and global levels
 - Quick-start routes to enterprises (franchises, ancillaries and acquisitions)
 - Support organizations for entrepreneurs and their role
 - Legal framework for starting a business
 - IP rights
- **Launching Enterprises**
 - Product and project identification - The value proposition
 - Developing a project report or business plan
 - Business financing including VC finance
 - Managing early growth
 - Business incubation
 - New venture expansion – strategies and issues