

## Entrepreneurship Course Outline

### Course Objectives

The purpose of this course is to offer the attendees the required information and mindset for them to be able to identify business opportunities that are available in the community they live within or global opportunities available in nowadays world, and turn them into successful businesses.

The attendees will be able to acquire the mindset to:

1. Identify the opportunity,
2. Come up with a robust concept,
3. Learn the basics of startups establishment,
4. Learn the business basics,
5. Identify all aspects and factors of a business plan,
6. Develop a business plan,
7. Develop a road map for the kickoff of the startup/project.

### Course Approach / Strategy

1. A power point presentation is used as a reference for the material to be provided.
2. Role plays, games, group works are used to facilitate the learning process and exceed efficiency.
3. Throughout the course sessions:
  - The theoretical part of a module or section is provided.
  - Subsequently, the practical part is provided, where:
    - ✓ Each project owner or owners form a group,
    - ✓ Exercises are assigned to the groups,
    - ✓ Solutions are then presented to and discussed with the class,
    - ✓ Exercises are applications of the theoretical part on the actual project/idea of each team.
  - Main objectives to be secured:
    - ✓ Ensure that concepts of the module/section have been understood by the class attendees,

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- ✓ Ensure that the transfer of knowledge has been achieved for each individual,
  - ✓ Ensure that experiences and lessons learnt are shared among class attendees.
  - ✓ It is highly advised that every attendee presents the solution of one exercise at least for the same purposes mentioned above.
4. At the end of the workshop, all exercise and learnt knowledge are consolidated within a business plan that is vital for the teams/individuals to establish the business/idea they are working on.

### Course Outline

<b>Creative Thinking Phase</b>	
1. Project Development phases	2
· Idea	
· Opportunity	
· Concept	
· Project	
2. Design Entrepreneurship and concept development	6
· Identification of Opportunity/problem/challenge	
· Identification of target audience/user	
· Identification of suggested solution	
· Identification of Differentiation or innovation in the solution	
· Identification of setting and time frame of the solution	
· Identification of how the project will be implemented	
3. Design thinking mindset	1
4. Design Thinking Process	1
5. Problem tree	1
6. Stakeholders mapping	1
7. Discovery	1
8. Empathy	1
9. Interview	1
10. Field Work	1
11. Synthesis	1
12. Personas	1
13. Reframing and How Might We	1

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14. Priority Matrix	1
15. Ideation	1
16. Prototyping (mainly homework)	1
17. Testing (mainly homework)	1
<b>Business Development Phase</b>	
18. Validation of business need and solution	1
19. Identification of Business Partners	1
20. Identification of differentiation factors	1
21. Identification of Competitive edge	1
22. Identification of target clients	1
23. Identification of targeted geographical market	1
24. Identification of communication means	1
25. Identification of marketing tools	1
26. Identification of distribution means	1
27. Identification of Competitors	1
28. SWOT analysis	2
29. Competition analysis (mainly homework)	1
30. Establishment of start up investment cost	4
31. Field work - review	4
· Visit to suppliers - homework	
· Quotations assurance - homework	
· Quotations Comparison - homework	
· Selection of suppliers - homework	
· Identification of competitors prices - homework	
32. Identification of Operating Cost	6
33. Pricing	4
34. Sales forecast	2
35. Revenue forecast	1
36. Net profit forecast	2
37. Assurances of links and interactions between all business model factors	1
38. Risks Identification and Handling	2
39. Establishment of the project business plan	8
<b>Total Hours</b>	<b>70</b>