BS0806: Entrepreneurship Business Plan Competition

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OFFICE HOURS
The Module Leader will be available in their office on Thursdays, between 11am and 1pm (TBC on the first week of term).

MODULE AIMS
The entrepreneurship module offers you a unique opportunity to build your knowledge, skills and experience in starting up an innovative business, in looking for critical funding and in structuring a deal to make your business viable.

The module is geared towards students who want to develop an entrepreneurial mindset, want to undertake innovative business cases or have a general interest in start-ups.

MODULE OBJECTIVES
The primary objectives of the module are:
- Understanding and applying the key concepts of entrepreneurship
- How to plan the practical steps of starting up a new business
- How to protect your idea, research the market and get your idea funded
- Learning how to pitch your business

LEARNING OUTCOMES
You will develop:
- Communication skills in a multi-disciplinary team under time pressure
- The strategic thinking required to effectively address the challenges of introducing new products to market
- Skills in starting up new ideas/initiatives and thinking entrepreneurially

By the end of the module/project, you will be able to:
- Understand the key challenges faced by entrepreneurs
- Evaluate the commercial potential of an idea
- Adopt a structured approach to market research and idea validation
MODULE STRUCTURE

1. Opportunities
2. Innovation
3. Intellectual property
4. Developing your business model
5. Pitch your idea workshop
6. Markets and customers
7. Funding
8. Teams and communication
9. Business plan workshop
10. Module review
11. Business pitches (date tbc for January 2018)

FORMAT

The module comprises ten two-hour sessions. Each session may consist of a lecture followed by a class discussion of a related case study, a practical exercise, or a presentation by a visiting speaker. The essence of the workshops on specific dates is on applying tested theory to practical business situations and preparing the business plan.

The combination of practical and academic classes enables students to rapidly develop entrepreneurship skills – the ability to recognize, pursue and exploit opportunities regardless of the resources which they currently control. Working with peers allows you to proceed quickly but carefully with ideas, build self-confidence and tap into fellow students’ diverse skillsets.

It is important that you come to class and be prepared to participate.

READINGS


The above will be complemented by various theme-specific readings. Additional readings for each session will be provided on the Hub.

ASSESSMENT

The assessment for this course is based on both group and individual elements:

Group Assessment – 70%:

It is your responsibility to form a group within the course and the BPES Programme Team will support you with this. Each student’s final grade will be determined as follows:

- 50% - Business plan (4,000 word limit for the main business plan. Appendices to the business plan are optional. If used, the appendices should be no more than 5 pages and should be clearly referenced within the business plan). It is important that all
group members work together to develop the business plan (deadline tbc for January 2018).

- 20% - Business pitch and pitch deck - 10 minute 'pitch'. The time allowed will be 7 minutes to pitch and 3 minutes for Q&A from the judges. A pitch deck should also accompany the pitch and should be no more than 10 slides (deadlines tbc for January 2018).

**Individual assessment – 30%:**

- This will be a 1-hour examination on all aspects of the module in MCQ format (date tbc for January 2018).