BS0852: Entrepreneurship Online

Harveen Chugh
Room 390, Tanaka Building
T: 020 7594 1047
E: h.chugh@imperial.ac.uk
Twitter: @HarveenC

This module will be delivered by Dr Harveen Chugh and Professor Bart Clarysse. Dr Harveen Chugh and a Teaching Assistant (tbc) will be your contacts for this module.

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
- The skills necessary to build a strong client-consultant relationship and deliver value through the project to the client

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 OUTLINE

1. Opportunities
2. Innovation
3. Disruptive and adaptive pioneers
4. Intellectual property
5. Planning your business
6. Entrepreneurial strategies
7. Markets and customers
8. Pitch prep
9. Funding and finance
10. Module review and submit your business plan

RECOMMENDED READING


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

TEACHING METHODS

This module is made up of 10 self-guided sessions as well as live lectures and online tutorials, providing material 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).

THE HUB

Our bespoke, state-of-the-art online learning platform, The Hub, is revolutionising the online learning experience. It is simple to use and provides you with convenient access to all module materials and connects you with your peers and tutors. You’ll have access to a variety of interactive learning activities such as video content, live sessions, discussions, polls, and case studies, all of which will enhance your overall learning experience.

ASSESSMENT

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

Group Assessment – 70%:

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% - Pitch video and pitch deck – 5 minute video and 10 slides to be submitted. (Deadline 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).