

## Professional Certificate Entrepreneurship Course Description and Goals

The Professional Certificate in Entrepreneurship Course runs for four weeks and covers the essential entrepreneurship mindset and tools needed to launch and grow a new business. Students will deepen their understanding of entrepreneurship through participation in workshops, case studies, roleplay and company visits. Students will be taught how to identify business opportunities, develop financial plans, build business models, create marketing strategies and more.

### By the end of the course participants will:

- ✓ Identify and evaluate business opportunities
- ✓ Create and analyse business models
- ✓ Develop effective marketing strategies
- ✓ Build financial forecasts and funding plans
- ✓ Navigate legal and team-building challenges
- ✓ Confidently pitch entrepreneurial ideas

### Week 1

- Introduction to Entrepreneurship: Airbnb: From Air Mattress to Market Leader – Students will create a visual timeline of major global entrepreneurial trends and compare GEM data across countries.
- The Entrepreneurial Process: Dropbox: It Just Works – Teams are given cards representing opportunities, resources, and business goals. They match them to build viable startup ideas.
- Opportunity Recognition: Spanx: Solving a Personal Pain Point – Students brainstorm personal pain points and rank the top ideas using the Opportunity Checklist from the textbook.
- Prototyping Ideas: IDEO and Design Thinking – In teams, students sketch a simple prototype of a product/service idea, then peer test and iterate based on feedback.

### Week 2

- Business Models (Core): Uber: Business Model Disruptor – Students analyse Uber's business model using the BMC framework and begin sketching their own.
- Business Models (Market/Revenue): Spotify: Freemium to Premium – Students explore different pricing and revenue strategies (freemium, subscription, ads, etc.) for a product idea.
- Entrepreneurial Marketing: Dollar Shave Club Viral Launch – Teams design a zero-budget marketing stunt or viral video concept for their own venture.
- Prototyping Ideas: Glossier's Social Media Strategy – Students develop a campaign plan using the Paid, Owned, Earned Media (POEM) model. Includes social post drafting.

### Week 3

- Founding Teams: *WhatsApp's Lean Team* – Students assume different startup roles (CEO, CMO, CTO, etc.) and form balanced teams, justifying their choices.
- Business Planning: *Lean vs. Traditional Planning* – Analyse a short sample plan. Teams critique and rewrite sections for clarity, strategy, and style.
- Pro Forma Financials: *Sweetgreen Growth* – Guided creation of simple income statements and expense forecasts using provided templates.
- Raising Money: *Pebble Smartwatch Kickstarter* – Students role-play as founders seeking investment and practice delivering a short pitch with key financial metrics.

### Week 4

- Debt & Financing: *Kiva.org Microloans* – Groups complete and present a loan application using a fictional startup and lender rubric.
- Legal & IP Issues: *Patagonia's Legal Strategy* – Students identify IP assets in their project and simulate a legal consultation regarding protection.
- Growth Strategy: *Revolut: Blitzscaling* – Teams create 2-year strategic roadmaps, focusing on market entry, hiring, and funding.
- Final Pitch Day: Final team presentations incorporating all core elements: opportunity, business model, financials, and growth strategy. Judged by member of AMT.