

Entrepreneurship

1. Course number and name: 020ENPCS4 Entrepreneurship

2. Credits and contact hours: 1 credit, 1x1:15 contact hours

3. Name of instructor: Nicolas Rouhana

4. Instructional materials:

- Powerpoint slides
- Course handouts

5. Specific course information

a. Catalog description:

Should you become an entrepreneur? What skills do entrepreneurs need? Entrepreneurs in a market economy. Selecting a type of ownership. Developing a business plan. Identifying and addressing a market need. Financing, protecting, and insuring your business. Choosing your location and starting a business. Marketing your business. Hiring and managing personnel. Record keeping and accounting. Financial management. Using technology. Fulfilling your legal, ethical, and social obligations.

b. Prerequisites: None

c. Required/Selected Elective/Open Elective: Selected Elective

6. Specific goals for the course

a. Specific outcomes of instruction:

- Hands-on learning on what it's like to actually start a startup.
- Work in teams with complementary competences.
- Learn the different steps needed for a startup: from developing the businessmodel to customer development to looking at financials and fund raising and others, while exposed to the related lingo along the way.
- Learn how to Pitch the startup in front of investors.

b. PIs addressed by the course:

PI	3.1	3.2	5.1	5.2	7.1
Covered	x	x	x	x	x
Assessed	x	x	x	x	x

7. Brief list of topics to be covered

- Introduction to entrepreneurship and Lebanese startup ecosystem (support, funding...).
- Design thinking – Problem tree.
- Business Model Canvas.
- Value Proposition Canvas.
- Customer segmentation (Product-market fit).
- Competitive analysis.
- Go2market strategy.

- Basic budgeting and financial figures.
- Prepare the Pitch.

