

Entrepreneurship

1. **Course number and name:** 020ENTES1 Entrepreneurship
2. **Credits and contact hours:** 2 ECTS credits, 1x1:15 contact hours per week
3. **Name(s) of instructor(s) or course coordinator(s):** Nicolas Rouhana
4. **Instructional Materials:** PowerPoint slides; course handouts
5. **Specific course information**
 - a. **Catalog description:**
Design thinking, Problem tree, Business Model Canvas, Presentation – Value Proposition Canvas, Customer segmentation (Product-market fit), Competitive analysis, Go2market strategy, Presentation – Basic budgeting and financial figures, Pitch deck, Presentation.
 - b. **Prerequisite:** None
 - c. **Selected Elective** for CCE, EE, and ME students
6. **Educational objectives 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 *business model* 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. **PI addressed by the course:**

PI	2.1	3.1	3.2	4.2	5.1	7.1
Covered	x	x	x	x	x	x
Assessed						

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.