

## 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	x	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.