

Course: Entrepreneurship Essentials: Building Successful Ventures

Course Description:

Entrepreneurship Essentials: Building Successful Ventures" equips aspiring entrepreneurs with vital skills and knowledge to thrive in today's competitive landscape. Through interactive sessions, participants delve into market analysis, financing, product development, and legal considerations. Real-world case studies offer practical insights, empowering participants to navigate challenges and launch successful ventures confidently.

Learning Outcomes:

- Understand the traits and characteristics of successful entrepreneurs.
- Identify and evaluate entrepreneurial opportunities through market analysis.
- Analyze the feasibility of business models considering market, technical, and financial aspects.
- Navigate legal considerations and steps involved in business formation.
- Develop financial literacy, including budgeting, financial planning, and funding strategies for startups.

| Sessions | Details |
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| Session 01 | Becoming an Entrepreneur & Startup Eco-system in Bangladesh |
| | Content Details: Introduction to entrepreneurship, Definition, characteristics, and traits of successful entrepreneurs; Exploration of the startup ecosystem in Bangladesh: Key players, government initiatives, and support structures; Understanding the importance of entrepreneurship in economic development, identifying personal motivations and skills required to become an entrepreneur. |
| Session 02 | Recognizing Opportunities |
| | Content Details: Techniques for recognizing entrepreneurial opportunities, Market analysis and trend identification, Case studies of successful opportunity recognition, Evaluating the feasibility of identified opportunities. |
| Session 03 | Business Model Feasibility |
| | Content Details: Introduction to business models and their significance, Feasibility analysis: Market feasibility, technical feasibility, financial feasibility, Case studies of |

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| | successful business models, Practical exercises in developing and assessing business models. |
| Session 04 | <p>Entrepreneurship Environment</p> <p>Content Details: External factors influencing entrepreneurship: Economic, social, technological, and legal considerations, Regulatory environments and their impact on startups, Global perspectives on entrepreneurship, Adapting to changes in the business environment.</p> |
| Session 05 | <p>Business formation plan and legal issues</p> <p>Content Details: Steps in business formation: Idea generation, business structure selection, and legal registration, understanding legal considerations in entrepreneurship, Intellectual property rights and their protection, Case studies of legal challenges faced by startups.</p> |
| Session 06 | <p>Finance for Entrepreneurs</p> <p>Content Details: Basic financial concepts for entrepreneurs, Budgeting and financial planning, Sources of startup funding, financial management best practices for startups.</p> |
| Session 07 | <p>Financing, Valuation, and Terms</p> <p>Content Details: Understanding the valuation of startups, negotiating financing terms with investors, Debt vs. equity financing, Evaluating the financial health of a startup.</p> |
| Session 08 | <p>Products, Services and Brads, New-product development strategy</p> <p>Content Details: Levels of Products, Products and service classifications and decisions, Product line & mix, characteristics of service, Building strong Brands, New-product development, and product life-cycle strategies.</p> |
| Session 09 | <p>Pricing strategies and capturing value for customers</p> <p>Content Details: Defining price, Pricing strategies, factors affecting price, additional consideration, product-mix pricing strategies, Price adjustment strategies.</p> |
| Session 10 | <p>Developing Business Plan</p> <p>Content Details: Components of a comprehensive business plan, writing an executive summary, financial projections, and forecasts, Pitching, and presenting a business plan effectively.</p> |

Assessment Plan for Summer Program

| Assessment Type | Description | Weight (%) |
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| Class Participation & Engagement | Active participation in discussions, group activities, and case studies. | 20% |
| Quizzes | Two short quizzes to assess key concepts from previous sessions. | 20% |
| Market Opportunity Analysis Report & Business Model Feasibility Analysis | Identify and analyze a real entrepreneurial opportunity using market research. Also assess the feasibility of a business idea considering market, technical, and financial aspects. | 20% |
| Financial Planning & Budgeting Exercise | Develop a startup budget and funding plan. | 10% |
| Business Plan Development & Pitch Presentation | Create a comprehensive business plan and deliver a final pitch. | 30% |

Textbooks:

1. Hisrich, R.D., & Peters, M.P. "Entrepreneurship" (Latest Edition). McGraw-Hill Irwin, New York, USA.
2. Barringer, B. R., & Ireland, R. D. (2016). "Entrepreneurship: Successfully Launching New Ventures" (Latest Edition). Boston: Pearson.

Reference Books:

1. Siropolis, Nicholas. "Entrepreneurship and Small Business Management" (Latest Edition).
2. Coulter, M. "Entrepreneurship in Action" (Ed.e.biz, 2001). Prentice Hall, N.J., USA.
3. Timmons, Jeffrey A., & Spinelli, Stephen. "New Venture Creation: Entrepreneurship for the 21st Century" (Latest Edition/2009). McGraw-Hill.