



19UCSC054 SUBASH.D

has completed the following course:

ENTREPRENEURSHIP: FROM BUSINESS IDEA TO ACTION KING'S COLLEGE LONDON

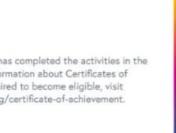
On this course, you've enhanced your understanding of business; improved your skills in entrepreneurship for university study and work; developed yourself as an entrepreneur by learning how to approach key stages and learnt how to apply business concepts and ideas to different contexts.

4 weeks, 4 hours per week

Sabrina Mistry

King's College London PhD Business and Management King's College London







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STUDY REQUIREMENT

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LEARNING OUTCOMES

- Explain the different characteristics of an entrepreneur
- Describe how you have come to know yourself better, and the role that you and your enterprise can play in wider society
- Develop ideas from many different sources of inspiration and decide on a suitable idea to take forward to develop for this course
- Improve an entrepreneurial idea to express more detail, including your business structure, target customer, and resource requirements
- Summarise your own vision and mission statement for your enterprise
- Identify how you might raise finance to develop your enterprise and develop your pitching skills to acquire finance and/or sales
- Explore your own action plan for the future, thinking about the importance of short term and longer future planning. Test your idea as a minimum viable product
- Produce your own self-development plan.
 Recognise, appreciate, and apply many different forms of feedback and resources in your entrepreneurial journey

SYLLABUS

- How to understand yourself as an entrepreneur, and create a self-development plan
- · Sources of business ideas and inspiration
- The business idea and how to develop it, including: the business model canvas; the minimum viable product; the value of having a mentor; resource requirements; raising finance
- Pitching skills and tips; communication and language skills
- The Entrepreneurial Ecosystem, including leadership and management; using feedback for development; family business models; working in a team; customer service; networking' marketing basics.
- Putting plans into action: the action plan, thinking long term about your enterprise and using resources for continuous development.

