



Entrepreneurship: Theory and Practice (COMP0039)

Description

Aims:

This is UCL's principal Entrepreneurship course for students seeking to develop and test a new business idea. Over the past ten years we have taught entrepreneurship to around 3000 students resulting in the launch of a number of innovative businesses. The course covers: the new business lifecycle (selecting and testing a moneymaking idea, preparing a business plan, raising finance, the Exit), aspects of new business operation (registering a company, setting up your office, understanding financial statements), and exploiting new e-commerce tools and techniques (doing business electronically, company web sites, online business software and services).

Learning outcomes:

On successful completion of the module, a student will be able to:

1. apply first-hand experience of the selection and deployment of tools, techniques and theories for the identification, validation and structuring of a new business venture.

Content:

- Invention and innovation; finding and qualifying new opportunities. Business Model Generation;
- Confirming customer needs and testing market demand. Customer development;
- Lean Start-ups: what is your minimum viable product? The value of prototyping;
- Delivery channels and customer relationships. Business Plan and Preparing a Pitch;
- Financial Forecasting, Costing and Pricing. Management accounts. Cash-flow and Profit and loss;
- Developing sustainable competitive advantage. Intellectual Property Rights;
- Corporate form and structure. Founder dilemmas; team, equity, remuneration etc. Developing your brand;
- Defining and testing critical business model uncertainties. Measuring progress

Key information

Year	2019/20
Credit value	15 (150 study hours)
Delivery	PGT L7, Campus-based
Reading List	View on UCL website
Tutor	Prof Philip Treleaven
Term	Term 2
Timetable	View on UCL website

Assessment



Find out more

For more information about the department, programmes, relevant open days and to browse other modules, visit ucl.ac.uk

- Common start-up metrics;
- Sources of Funding. Presenting to VCs;
- Class presentations. Conclusions and next-steps;

Requisites:

In order to be eligible to select this module, a student must be registered on a programme for which it is a formally-approved option or elective choice.

