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**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019/20</th>
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<tbody>
<tr>
<td>Credit value</td>
<td>15 (150 study hours)</td>
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<tr>
<td>Delivery</td>
<td>PGT L7, Campus-based</td>
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<td>Reading List</td>
<td>View on UCL website</td>
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<tr>
<td>Tutor</td>
<td>Prof Philip Treleaven</td>
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<td>Term</td>
<td>Term 2</td>
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<td>Timetable</td>
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**Assessment**

- Coursework: 60%
- Coursework: 40%

**Find out more**

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

Disclaimer: All information correct as of August 2019. Please note that aspects of the module may be subject to change. UCL will make best efforts to inform applicants of major changes.
- 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.