Entrepreneurship Theory and Practice (COMP0146)

**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 eCommerce 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 firsthand 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](ucl.ac.uk)

**Tutor** Prof Philip Treleaven

**Term** Term 2

**Timetable** [View on UCL website](ucl.ac.uk)

**Assessment**

- Report: 100%

**Find out more**

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

**Disclaimer:** All information correct as of June 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.