Entrepreneurship Program Concept

Proposal 1: School

14 weeks of 2-3 hours after school days

Total of 140-210 hours

Proposal 2: Summer

Summer camp of 6-8 weeks, 20h total in a week

Total of 120-160 hours

+ intensive

+ less logistics

+ more energized students

Entrepreneurship Track

E1.1: Introduction

What is entrepreneurship and who fits the profile of an entrepreneur? This introductory course is designed to introduce you to the foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur, the difference between entrepreneurship and entrepreneurial management, and the role of venture creation in society.

E1.2: Idea Generation

A course that talks about how to generate an idea. Where do ideas come from? How to define the need and how to propose a solution. Doing surveys to make sure people understand the solution. Refining the solution?

E1.3: Developing the Idea

How does a good idea become a viable business opportunity? You'll explore where technology entrepreneurship and impact entrepreneurship align and where they diverge, and you'll learn proven techniques for identifying the opportunity, assessing the opportunity, hypothesis testing and creating a prototype.

E2.1: Launching the startup

Once you have a prototype and a clearer vision of the opportunity, you'll need to create a small organization to discover how to create a repeatable and scalable business model. The course provides practical, real-world knowledge about the lean approach, the minimum viable product, when to pivot, when to quit your day job, the art of the pitch, building and managing a team, allocating equity, and building your external team, advisory board members, professional services, and entrepreneurial strategy.

E2.2: The business model

tart-ups can benefit from a wide variety of financing options on the path to profitability, but how do you know which one to choose? This course explores different financing models, including bootstrapping, organic growth, debt and risk capital, and also provides a clear overview of equity financing including the key types of investors: angels, venture capital, and crowdfunding. You'll learn about terms, and term sheets, exit modes and what exit strategy might be best for you.

E2.3: Growth Strategies

Start-ups are designed to grow quickly, but successful start-ups grow smart. This course is designed to provide you with an understanding of the essential elements of successful scaling, including an overview of demand generation, customer acquisition, adoption, diffusion and forecasting demand. You'll also learn how to market effectively using best practices of digital marketing, social media, PR, SEO, and pricing. Finally, you'll cover the nuts and bolts of building a sales process, partnerships and supply relationships, and examine the crucial components of attracting, developing and retaining talent.

Personal Development Track

PD1.1: Presentation

Successful presentations do not rely on perfect teeth, a deep voice, or an army of scriptwriters. They depend largely on the same skills as successful Business Writing and Graphic Design: clarity, structure, and revision. The course focuses on: Slide design — a merge of graphical and information design to make clean and clear slides that help you deliver your ideas. Delivery – the art of interacting with the audience during presentation and a tough Q&A.

PD1.2: Storytelling

Storytelling— the art of crafting an interesting, convincing and evidence-based script of your presentation. The course develops through four themes—mastering fear, developing a creative formula, using verbal and body language, and anticipating the room—so that you can discover your personal power as a speaker and give excellent presentations.

PD1.3: Critical Thinking and problem Solving

Critical thinking – the application of scientific methods and logical reasoning to problems and decisions – is the foundation of effective problem solving and decision making. Critical thinking enables us to avoid common obstacles, test our beliefs and assumptions, and correct distortions in our thought processes. Gain confidence in assessing problems accurately, evaluating alternative solutions, and anticipating likely risks. Learn how to use analysis, synthesis, and positive inquiry to address individual and organizational problems and develop the critical thinking skills needed in today's turbulent times.

PD2.1: Networking

Networking is an essential skill that every public relations practitioner should obtain. It may even help you land your first job or move up in the industry! Networking is all about talking to people to create new relationships and build up a series of connections in the industry.

PD2.2: Personal Branding

In this course, you will learn how to use strategic marketing and personal branding techniques for designing, enhancing, and promoting your professional image. Students will learn how to use relationship and network marketing and impression management to showcase their skills to prospective employers, colleagues, supervisors, and other interested parties.

PD2.3: Negotiating

The course will prepare students for any negotiation; avoiding traps; knowing how to prompt value-creating partnerships; structuring an effective negotiation sequence; bargaining in an efficient and respectful manner; overcoming deadlocks. Negotiation is not simply about deciding who gets what now – it is first and foremost about creating productive, fair, and therefore long-term partnerships.

PD2.4: Emotional Intelligence

In this specialization you will learn how to overcome the ravages of chronic stress and renew your body and mind by building better relationships and positive approaches to leadership. You will learn the power of asking questions to become a more inclusive and self-confident leader, and how to effectively coach others toward sustained, desired change, learning or increased motivation in life and work.

Computer Science Track

CS1.1: UI/UX Design

User Experience design is design that is user centered. The goal is to design artifacts that allow the users to meet their needs in the most effective efficient and satisfying manner. Design is systematic because it is based on a set of techniques and on a cycle of discovery. In this course the learner is introduced to the four-step user interface design cycle. Along the way learners are exposed to a set of techniques to gather information about a) what the user needs b) how to design and model interfaces based on these and then how to evaluate the design to ascertain that the user's goals are met. These techniques are tools that are used in a standardized manner and give us the data we use in our design.

CS1.2: Programming Language: Python

This course is designed to teach you the foundations in order to write simple programs in Python using the most common structures. By the end of this course, you'll understand the benefits of programming; be able to write simple programs using Python; figure out how the building blocks of programming fit together; and combine all this knowledge to solve a complex programming problem. We'll start off by diving into the basics of writing a computer program. Along the way, you'll get hands-on experience with programming concepts through interactive exercises and real-world examples. You'll quickly start to see how computers can perform a multitude of tasks — you just must write code that tells them what to do.

CS2.1: Machine Learning

Machine Learning, often called Artificial Intelligence or AI, is one of the most exciting areas of technology now. We see daily news stories that herald new breakthroughs in facial recognition technology, self-driving cars or computers that can have a conversation just like a real person. Machine Learning technology is set to revolutionize almost any area of human life and work, and so will affect all our lives, and so you are likely to want to find out more about it. An introductory course on machine learning and the applications using python.

CS2.3: Prototyping

You will learn how to design technologies that bring people joy, rather than frustration. You'll learn how to generate design ideas, techniques for quickly prototyping them, and how to use prototypes to get feedback from other stakeholders like your teammates, clients, and users. You'll also learn principles of visual design, perception, and cognition that inform effective interaction design.