Hello,
We are
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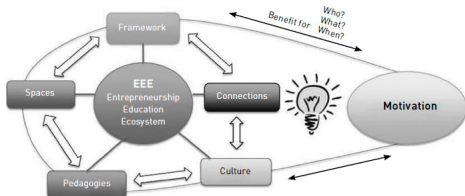One Up

Foundational Course in
Entrepreneurship

A practitioner's course to empower college students with an entrepreneurial mindset and the knowledge to build practice ventures which have the potential to transform into real ventures.

Course Overview

This course is the first of a three-part entrepreneurship development curriculum from One Up. The aim of this course is to equip students to develop an entrepreneurial mindset and become future entrepreneurs. It is designed to help them learn and practice the skills necessary to identify and develop an opportunity into a new venture.

In this course, the students will learn about themselves, the risks and rewards in choosing entrepreneurship as a career option, and how to identify new business opportunities and quickly validate them by building a series of prototypes of their product/service and test it with an initial set of customers.

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Course **Pedagogy**

This course follows One Up's "Why", "What", "When" & "How" pedagogy in a highly experiential progressive process-oriented learning format.

Tasks and examinations are designed such that the students have to reflect on and understand the content to be able to use it in relevant contexts.

Tasks and examinations focus on answers which require the students to use the knowledge with understanding and in an appropriate manner. Understanding the relevance of the knowledge and to whom it is relevant is an important aspect of the tasks.

Learning Approach

Three-step progression model of entrepreneurial education

Always	First step	Second step	Third step	
	Educating Through Entrepreneurship	Educating About & Through Entrepreneurship	Educating About, For & Through Entrepreneurship	Start-ups
	EMBEDDED. WIDE DEFINITION.	*SEPARATE. NARROW DEFINITION.*		
Team based value creation	Value creation attempts	Theory hidden	Business language added	Venture creation	Theory made explicit	Sustainable venture creation
Connected to outside school / university	Addressing societal challenges	Child centered				Educating Through Entrepreneurship
			EMBEDDED. WIDE DEFINITION.			
Action based on knowledge and skills	Addressing everyday problems	Story-telling	Acting on curriculum knowledge	Value creation	Theory made explicit	Skill-based Value creation

Creativity | Uncertainty | Engagement | Self-efficacy | Failures | Perseverance | Passion | Identity | Growth

To organise Entrepreneurial Education in single activities, separately from ordinary education or throughout the school curriculum and provide the framework for learning environments and assignments in such a way that students can see the practical sides of school knowledge, illustrating ways in which students can develop from school knowledge and skills that can become tools for life as well as business.

Key Objective

One Up wants institutions to recognises the substantial impact which entrepreneurial education can have on student's academic achievement and professional careers if it is conducted towards promoting the personal attributes of students, also when the students do not plan to start a business.

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Course Goals

Students will develop an entrepreneurial mindset through this **three-course** program.

In this **first** course, students will:
· Learn the concepts and develop skills for identifying new business opportunities and creating innovative products and services.

· Learn how to translate these **products/services** into viable and sustainable businesses.

· The course journey includes **ideation** to a **prototype** and **early customers**.

Key Learnings

· Self-assessment to determine if entrepreneurship is for them
· Identify, analyse and validate new business opportunities
· Create and define competitive advantage
· Business models
· Team building & **soft-skill** development
· Revenue, costs, and profits
· Financing new ventures
· Sales and Marketing basics
· Basics of business regulations and compliances
· Project management basics for tracking activities/ progress

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Course Motivations

Practical relevance of theory
- *Problem/multidisciplinary focus:*
  The students are presented with the real-life context, which is multidisciplinary, in which the theoretical concepts are valuable and used. This may be done by collaboration with a relevant actor in the surrounding world.
- Learn from mistakes : The learning activities include student debates in which students have to take standpoints based on the concepts which they are studying. As in real life, there are several ways in which to write an article of a high quality. The article may include several different perspectives on the issue which relates to the content to be learned.
- *STUDENT-ORIENTED*
  "Teacher is the facilitator."
  The teacher allows for and encourages student directed learning, based in their curiosity and in what seems relevant and valuable to them.

Course Duration

Session Hours	Assignment Hours	Program
38 hours	15 hours	3 months

Lesson	Coverage
Scoping Sessions	• Together with the internal innovation lead • Set ambition level & expectations • Define success criteria + expected outcome
Ideation	• Creativity rounds (Exploration) • Templates & tools to gather +100 ideas • Triggers based on analogy thinking • Future thinking (radical, long term) • Inspiration shots (Disruption, Next Gen,…) • Technology inspiration • Starting from Consumer Needs & Problems • What-if scenarios
Cluster Ideas & Prioritise	• Learn to evaluate & structure ideas • Discover patterns & different domains with opportunities • First selection of most promising concepts
Business Concept Validation	• Get-out-the-building for validation • Customer / user interviews • Learn how to interview users & validate assumptions • Start-up culture vs corporate world
Business Model Exploration	• Last iteration on business model design • Explore revenue options (Decision tree) • Build mini-business cases (hands-on) • Learn from innovative & experimental business models in other markets • Pricing & cost analysis (Resources needed)
Out of the Box Mindset	• Experience new mental frameworks • Principles of creativity & innovation • Brainstorming techniques • No judgement
Design Thinking & Innovation	• Smart copying from innovative ideas • Learn from competitors & start-ups • Hybrid brainstorming • Inspiration from upcoming trends • Participant create decks to look into non-conventional areas
Boot Camp	• Smart copying from innovative ideas • Learn from competitors & start-ups • Hybrid brainstorming • Inspiration from upcoming trends • Participant create decks to look into non-conventional areas

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Lesson	Coverage
Build-Measure-Learn	• Learn new tools to tests & validate concepts • Interaction with start-up world & entrepreneurs • Evaluate internal obstacles (stakeholder management) • Get individual support from designers/coders/...
Solution Prototyping	• Validate key features by building first iteration of Minimal Viable Product • Gather real world user feedback • Align with original innovation scope (adjust) • Prioritise features (value analysis) • In-depth research + market scan • Framework to structure experiments
Dry Run Pitch	• Presentation & Pitching techniques • Share feedback with other teams • Graphic design support to build visuals • Structure investment decision & next steps

Foundational Course

Conclusions

Numerous activities are underway to build effective learning environments for entrepreneurial competencies in general, and skills for entrepreneurship in particular. we focus on the common success factors, such as a shared understanding of what entrepreneurship means for the academia and its cultural and socio-economic context, student- and process-centred teaching, in which students are central actors of education – within a framework adapted to the students' age and abilities.

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Thank You!

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