



Entrepreneurship

Why is it so important?

92% of executives say that soft skills are equally important or more important than technical skills.

(LinkedIn Workplace Learning Report, 2018)

Course Information

- ✓ 100% online
- ✓ Delivered in English
- ✓ Suitable for ages 14-20
- ✓ EtonX certificate

Learn how to build the businesses of tomorrow. Entrepreneurs drive change and innovation, through the creation of new businesses and the transformation of existing industries. An entrepreneurial mindset will allow you to think independently, push the boundaries of innovation and identify opportunities where others see obstacles. Our course helps you to generate, develop and refine your business ideas and will give you the confidence to start pitching your vision to others.

WHAT WILL I LEARN IN THE ETONX ENTREPRENEURSHIP COURSE?

ORIENTATION

INTRODUCTORY CLASS

Course Introduction
Getting to know your study group and tutor
Checking your skills

UNIT 1

A SUCCESSFUL ENTREPRENEUR

Understanding what entrepreneurship is
Learning how to think and act like an entrepreneur
Recognising the mistakes of failed entrepreneurs

UNIT 2

IDENTIFYING OPPORTUNITIES

Identifying problems and opportunities
Useful 'Powerful Questions' to further understand the problem
Creating and using other personas

UNIT 3

GENERATING IDEAS

Understanding the value that different businesses deliver
Using divergent and convergent thinking to solve customer problems
Learning about differentiation and competitive advantage

UNIT 4

VALIDATING ASSUMPTIONS

Understanding why, how and what to validate
Learning about confirmation bias and affinity bias
Understanding what a Minimum Viable Product is

UNIT 5

REFINING IDEAS

Refining and reiterating an idea or solution based on feedback
Learning about the Build-Measure-Learn cycle
Deciding whether to pivot

UNIT 6

PITCHING YOUR IDEA

Understanding what makes a successful pitch
Creating a compelling vision or story
Understanding the concept of 'ask'