INTRODUCTION

A practical course with interactive sessions on how to start and grow a business based on the experience gained in 9 years with SouthWing, a former leader in wireless Bluetooth solutions for mobile operators and various other new ventures.

AIMS

Provide an overview of entrepreneurship with practical examples
Development of a vision, mission, business model and strategy
Provide a perspective on venture financing including venture capital
Discussion on options for growth and potential exits.

METHODOLOGY

Presentation
Case Studies
Exercises
Discussions
Exam

EVALUATION

Class participation
Exam

BIBLIOGRAPHY

- Background reading
- The 4-hour work week - Timothy Ferriss - Crown Publishers
- The Entrepreneurial Life - David A Silver
- Founders at Work - Jessica Livingston - Apress
- The Book of Entrepreneurs' Wisdom - Peter Krass - Wiley
- The Google Story - David A Vise - Delta