

IMix Course Overview

Title: Intro to Entrepreneurship

Length: 1 day

Rationale/purpose of the course:

- What does the course/module seek to achieve?
 - Understand core concepts of Entrepreneurship
 - Assess if Entrepreneurship is right for you
 - Learn about which type of company structure is best for you and how to make those crucial first few steps as you explore launching your own product or company.
 - Discuss funding options and which can be right for your idea
- Why is the course important?
 - Developing a toolkit of 'entrepreneurial thinking' is a valuable asset and this course will look at what to do with your idea, and help develop a framework of what to do with it!
- Who should attend?
 - If the desire to start something new, either on your own or in your company is something you can't shake and don't know where to turn, sign up here!
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Instructor: Sam Dumcum, Startup and Entrepreneurship Consultant, and UTM ICUBE Mentor

Issues/Topics to be covered:

- Core concepts of Entrepreneurship
- Initial startup structure
- Financial Options
- Business plan basics
- Key components of a business pitch

Modes of instruction:

- Lecture
- Workshops
- Team engagement
- Role-playing