

Business and Entrepreneurship Program

Program Introduction

Ideas are great, but without the proper knowledge on how to set them up in the real world they are useless. In this program we will introduce you to basic skills required to start your own business. Students will be introduced to different and essential business and entrepreneurship skills such as SWOT analysis, Beachhead market selection, costing, value creation and feasibility studies. By the end of this program students should be able to perform basic business analysis to their ideas and evaluate their tendency to be a real profitable business.



The approach of this program will be different as it will focus on widening your scope about what Business and entrepreneurship are and how crucial they are for the development of the world. This approach will be delivered to you by giving you some insights, deep dives and experience in many inter-disciplinary concepts, as well as, engineering and personal skills.

The goal of this program is to understand the science behind starting a profitable business from marketing, statistics, and risk analysis, in order to submit a project, in the end of the program, which is related to entrepreneurship, for example, a simple app idea that offers a unique service. Yet it is not all about science, this



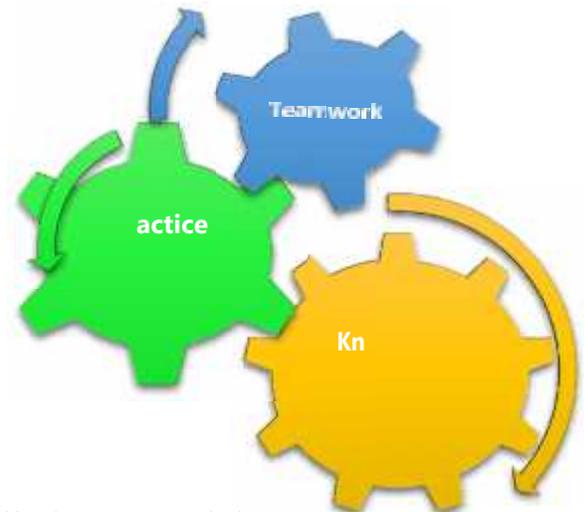
program will give you an exposure to principles of design specially product design, prototyping techniques and simulation.

Whether your project will be about offering a specialized product, game, funny app, or anything related to business, you can let your creativity to take the slip and get us something completely out of the box, your place is definitely here.



Program Skills Structure

The set of skills in this program is dependent on three gears, knowledge, practice, and teamwork, so when one of them is triggered, the other two are triggered too. Yet after some time of exposure to this simple gear mechanism, you will be able to create a more complicated mechanism that fits you the most.



Knowledge gear will be the first to be triggered as it is the most important one and without it no other gear will be triggered. Knowledge is what drives us all, the true and the very meaningful value we need you to acquire. Then here comes the next gear, Practice, where you will do science and knowledge and try to practice your knowledge and connect it to real life problems. However, teamwork gear is very essential aspect of our programs. Thus, you and your team will be required to do some tasks through the program in which you will learn time management and collaboration to achieve success. Moreover, the program will expose you to economic and business management skills that are crucial to achieve success and to prepare you for a challenging tomorrow's world experience.

- Scientific and knowledge skills

As the main core of the program is to make a project but you must have to know the essence of what and how your project works according to the science and knowledge perspectives. You don't have to stress out, we will get you through the required scientific base you need.



- Engineering and Hands-on skills

After acquiring the knowledge, it's time to connect it to real world and practice it. Using different machines, instruments, equipment, and tools. You and your teammates will experience the joy and excitement of creating something from scratch and watch it come to life. Something that resembles everything you learnt and directed to Business and entrepreneurship.



- Personal and Teamwork Skills

No one can achieve success only by himself. Yet we have different and diverse personal and social backgrounds, but we have to learn how to work as a team, as one, to achieve our goals whether it was the assigned tasks or anything else. For sure, you and your mates may get into opposite opinions, frustrated with different decisions, or even passing through hard times, but all of these things are what leads you to the best solution and ensures the best outcome. It is not only about getting a project done, it is an experience and a skill that you will carry with you for the rest of your life and it will prepare you to face tomorrow's world with flexibility and strong character.



Program Progress Phases

Phase 1 Preparation

In this phase you will be introduced to what business and entrepreneurship are and how they affect our world. In addition they will be introduced to how to conduct market analysis and research and behaviors of cohesive team.

- **1.S: Scientific and knowledge content**

Market research and analysis, User research, Beachhead selection, Empathy research techniques, Intro to business model, pillars of cohesive team.

- **1.E: Engineering Practices**

Conduct a simple research on a selected product or company focusing on how they started their business, how they selected their beachhead market, and what their team consisted of at the beginning.

- **1.H: Hands on Activities and checkpoint assignment**

Doing a presentation about their finding in the engineering practices section.

Phase 2 Design

In this phase you will be through something exciting, learning whatever it takes to start designing your project. Students will be introduced to product design, prototyping techniques, value creation framework, and financial viability and feasibility.

- **2.S: Scientific and knowledge content**

Product design techniques, Product development, Customer satisfaction, Prototyping techniques, methods of testing the prototype, Minimum viable product, costing, feasibility studies, pitching techniques.

- **2.E: Engineering Practices**

Simulation of the end product and develop a basic Business model canvas.

- **2.H: Hands on Activities and checkpoint assignment**

Complete a basic business model canvas and focus on the prototyping sections of it and conducting a mock pitch in front of a panel of judges.

Phase 3 - Implementation

In this phase, all your dreams shall come true. It will completely dedicated the prototype of your project and watching it come to life. You shall re-design and re-build your project, if any error were found in the prototype.

3.E: Engineering Practices

Develop a complete business model canvas.

3.H: Hands on Activities and checkpoint assignment

Exhibition and final pitch in front of panel of judges.