AT Entrepreneurship

Overview

This program provides real world, hands-on learning regarding the process of creating a successful company. The goal is to give students a framework to test the business model of a startup while recreating all of the pressures and demands of the real world in an early stage start up. Students will work alongside a mentor to learn marketing, finance, and other business disciplines, while also acquiring organizational skills such as time management and leadership development. This program is also a vehicle to develop character, intellect, and resilience in students – all qualities which will serve them well in the fast-paced business world. Students start the semester with an immediate immersion into the Lean Startup methodology adopted from University of California Berkeley and Design Thinking techniques from Stanford University. Skills will be developed through investigating real-world problems and collaborating with real entrepreneurs. As they dive into the program, students learn processes including customer development, agile development and rapid prototyping. Throughout the course, students will learn to problem solve, think critically, make well-informed decisions, communicate effectively, and engage in productive and successful team work. In the final portion of the course, students use everything they've learned about entrepreneurship and group work to launch their own startups.

Objectives

- Understand basic entrepreneurship concepts and vocabulary
- Create novel solutions to existing business problems
- Develop a logical and comprehensive business plan
- Understand a variety of marketing strategies
- Improve communication skills to effectively convey ideas

Structure

- Reflect on current knowledge of the range of subjects that AT Entrepreneurship teaches and identify strengths and weaknesses
    - Develop a personalised curriculum
- Conduct interviews to learn about customer needs and demands
- Dive deeper into the students specialized skills and use these skills to trigger personal growth
- Understand and apply basic entrepreneurial techniques
    - Read texts regarding entrepreneurship
    - Learn about different types of business
- Investigate successful entrepreneurial stories
    - Analyse their goals, their motivation, and their trials and tribulations
- Develop ideas about potential niches in the market and how they might be satisfied
    - Investigate solutions to real world entrepreneurial problems
    - Develop a growth mindset to approaching problems
    - Improve critical thinking and reflection
- Work with carefully selected entrepreneurs, who present real and urgent business problems with hard deliverables and deadlines
    - Recreate the pressure and demands of the business world
- The Entrepreneurial Within (a collection of all your brainstorming, research, ideas and creative thought processes)
    - Develop time management skills