

Entrepreneurship Timetable

Day	Topics	Daily class time	Daily self-study time
Monday	Day 1: Introductory class	50 minutes	30 minutes
Tuesday	Day 2: Identifying Opportunities	50 minutes	1.5 hours
Wednesday	Day 3: Researching your Customers	50 minutes	1.5 hours
Thursday	Day 4: Creating a Value Proposition	50 minutes	1.5 hours
Friday	Day 5: Validating Assumptions	50 minutes	1.5 hours
Saturday		No class	No self-study
Sunday		No class	No self-study
Monday	Day 6: Stay Put or Pivot?	50 minutes	1.5 hours
Tuesday	Day 7: Developing a Pitch Preparing your Presentation	No class	2 hours
Wednesday	Day 8: Delivering a Pitch Reflect on your Learning	50 minutes	10 minutes
Thursday	Day 9: Final assignment	No class	30 minutes
Friday	Day 10: Knowledge test Personal development plan	No class	2 hours

View the full course syllabus below.



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'