

## **GEEX 219 - ADVANCED ENTREPRENEURSHIP**

### **COURSE OBJECTIVES**

- To revisit the business model
- To understand the importance of growth and enable to chart a path towards growth
- To determine growth orientation to customer acquisition, operations, revenue and sales strategy
- To list and comply with the requirements relating to regulatory compliance
- To be able to effectively pitch your venture to potential stakeholders

### **COURSE MODULES**

- Orientation of Growth
- Expanding Customer Base
- Traction
- Growing Revenues and Sales
- Financial modeling
- Support

### **SALIENT FEATURES**

- Builds knowledge base on entrepreneurship concepts and their contextual linkages with a deep insight into the WF Entrepreneurship course
- Contents from Business Model to Product Market Fit
- Iterate several versions of business models, identify new revenue channels and build own sales teams
- Hands-on training to work on financial model and develop a pitch deck to share with external stakeholders
- Exposure through outbound exercises, group brainstorming and presentation, running a simulated venture, case studies, etc.
- To establish 'start-up campus' venture
- 45 hours of core classroom content and 15 hours of flex contents.

**Prerequisite: MSB4182 Social Entrepreneurship course**