

# ENTREPRENEURSHIP (NEW BUSINESS CREATION)



## Location

100% online on ESMT's learning Hub; live sessions delivered with Engageli.



## Tuition fee\*

€1,500



## Language

English



## Duration and workload

10 weeks, ~5 hours per week  
Participants are expected to complete all assignments and join live online sessions.



## Certificate

You will receive a digital certificate upon passing the course.



## Stackable credential

Earn 2 ECTS for successfully completing this course. Credits earned can count towards an MBA.



[Learn more about the Global Online MBA.](#)

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## Teaching methods

Group work

Experiential learning

Self-paced online learning

Weekly professor or tutor sessions

Even the most groundbreaking innovations need a sound strategy if they are to survive and thrive in a highly competitive marketplace.

This program will prepare you for the challenges of transforming exciting new ideas into a successful business, guiding you through the complete process of developing, implementing and scaling-up an entrepreneurial venture.

This course will equip you with the tools required to successfully create new business or bring new products to market.

## Is this program for you?

This program is for ESMT alumni operating at a mid-to senior level, who are interested in learning how to develop and deploy innovative ideas.

You will join students from the highly international Global Online MBA program for this course. Students have, on average, 11 years of work experience.

Participation requires your active contribution to group work and delivery of assignments on time.

## You will learn how to:

- Market, finance and scale a new venture
- Build a business model around a new idea or innovation
- Master the art of impactful written and oral presentations
- Identify key stakeholders and propose solutions that cater to multiple interests in launching new ventures
- Cultivate innovation in developing cutting-edge business solutions and ideas

# Entrepreneurship (new business creation)

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## Week 1: Generating entrepreneurial ideas

- Idea generation framework

## Week 2: Forming entrepreneurial teams

- Skills breadth and depth
- Diversity in teams
- The power of networks

## Week 3: Creating an entrepreneurial business model

- Developing personas
- Value proposition canvas
- Business model canvas

## Week 4: Articulating and testing the assumptions of your idea

- Hypothesis testing

## Week 5: Analyzing competition and placing your idea in the world

- Forms of competition
- Competitor analysis

## Week 6: Marketing your idea

- Customer discovery
- Market segmentation
- Attracting customers

## Week 7: Financing your idea

- Revenue streams and cost structures
- Developing the financial model

## Week 8: Pitching

- Getting ideas to stick
- Elements of a pitch

## Week 9: Scaling or failing

- Pre- and post-mortems
- Tolerance for failure

## Week 10: Reflection, presentation, and feedback



## Faculty

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Linus Dahlander is a professor at ESMT Berlin and the holder of the Lufthansa Group Chair in Innovation. Linus teaches classes for MBAs, EMBA's, executives as well as PhD students on innovation, entrepreneurship, and networks. He is also a consultant and advisor to startups, large multinationals as well as government organizations on issues around innovation and networks.

In his ongoing research he investigates how new ideas and innovations are developed in networks and communities. The ongoing projects use large-scale analysis of networks, which he integrates with a deeper appreciation for what content flows through networks.

Linus seeks to study novel questions which can advance academic literature, and which at the same time focus on issues that can affect how managers think about their business to help them make better decisions.

## Contact

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**ESMT Berlin**

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