COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: Business Management: Entrepreneurship
Business Management: International Business
Digital Marketing
Fashion Management and Marketing

FHEQ **Level:**   6

Course Title: Lean Startup

Course Code: ENT 6102

Student Engagement Hours: 160

Lectures: 30
Seminar / Tutorials: 15
Independent / Guided Learning: 100
Supervision: 15

Semester: Fall, Spring

Credits: 16 UK CATS credits
8 ECTS credits
4 US credits

Course Description:
This course covers learnings from three leading entrepreneurial methodologies namely, Lean Startup, Disciplined Entrepreneurship and Design Thinking. Students will be introduced to new concepts and principles which have been widely applied by nascent entrepreneurs across different sectors. They will also be able to critically analyse these three overarching strategies and make their own informed decisions.

Prerequisites:
ENT 5200 Entrepreneurial Theory and Practice or ENT 5201 Managing Innovation or MGT 5200 Research Methods

Aims and Objectives:
The aims of this course are to let students have a comprehensive and an in-depth understanding of launching a start-up in a pragmatic, reflective and holistic manner. By learning the lean principles, students will be able to focus on the fundamental activities of Build-Measure-Learn. They will also understand when entrepreneurs should be willing to pivot.

Programme Outcomes:

Business Management (Entrepreneurship; International Business):
A1-5, A7, B2, B3, B5, C1, C2, D1, D2, D5
Digital Marketing: A1, A2, A3, A4, B1, B2, D1, D5
Fashion Management and Marketing: A1-4, B2, C1, C2, D2, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
Knowledge and Understanding Skills
- Understand the lean start-up method.

- Appreciate the importance of the feedback loop.

- Understand the significance of validated learning for a start-up.

Cognitive Skills

- Critically assess reasons of failure of other start-ups across a range of sectors.

- Critically analyse innovation accounting and Total Accessible Market (TAM).

- Reflect on the relevance and changes required in the principles for the future.

Practical and Professional Skills

- Develop an objective plan for a start-up on the basis of the lean principles.

Key Skills

- Demonstrate an in-depth understanding of the principles of the lean start-up.

Indicative Content:
- The true north of start-ups, a vision for a thriving and world-changing business.

- The feedback loop of Build-Measure-Learn.

- The concept and practice of validated learning.

- Culture of experimenting early for long-term change.

- Building an MVP = minimum viable product.

- How innovative accounting works.

- Understanding cohort analysis and its implications.

- Actionable metrics v vanity metrics.

- Understanding catalogue of pivots.

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:
Formal lectures, seminars and case studies.

Indicative Text(s):
Aulet, B., 2013 Disciplined Entrepreneurship. New York: Wiley.

Brown, T., 2019. Change by Design: How Design Thinking Transforms Organisations and Inspires Innovation. New York: Harper Business

Euchner, J.A., 2022. Lean Startup in Large Organisations: Overcoming Resistance to Innovation. Productivity Press: London

Ries, E., 2011. The Lean Startup. London: Penguin Books.

Watt, G. and Abrams, H., 2018. Lean Entrepreneurship: Innovation in the Modern Enterprise. California: CA Press

Journals
Journal of Innovation and Entrepreneurship

Web Sites
www.ft.com
www.knowledge.insead.edu
www.mckinsey.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services