

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Business Management: Entrepreneurship Business Management: International Business Digital Marketing Fashion Management and Marketing
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Lean Startup and Design Thinking
<b>Course Code:</b>	ENT 6103
<b>Student Engagement Hours:</b>	160
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	100
Supervision:	15
<b>Credits:</b>	16 UK CATS credits 8 ECTS credits 4 US credits

### **Course Description:**

This course covers learnings from three leading entrepreneurial methodologies namely, Lean Startup Design Thinking and Disciplined Entrepreneurship. 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. Students will be introduced to a range of case studies from Western and non-Western countries to expand their knowledge and develop analytical skills.

### **Prerequisites:**

ENT 5200 Entrepreneurial Theory and Practice or ENT 5201 Managing Innovation or MGT 5200 Research Methods Data Analysis.

### **Aims and Objectives:**

The aims of this course are to let students have a comprehensive and in depth understanding of launching a start-up in a pragmatic, reflective and holistic manner. By learning the learn principles, students will be able to focus on the fundamental activities of Build, Measure and Learn. They will also understand the application and critique of design thinking and disciplined entrepreneurship.

### **Programme Outcomes:**

Business Management (Entrepreneurship; International Business):

A1, A2, A3, A4, A5, A6, B1, B2, B3, B4, B5, D1, D2, D3, D4, D5

Digital Marketing: C1, C2, D1, D2, D3, D4, D5

Fashion Management and Marketing: C1, C2, D1, D2, D3, D4, D5

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 and the fundamentals of design thinking.
- 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.
- Five elements of design thinking: empathise, define, ideate, prototype and test.
- 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

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

Ackerman, R. 2023. Design Thinking was supposed to fix the world. Where did it go wrong?

Cross, N. 2023. Design Thinking: What just happened?

Iskander, N. 2018. Design Thinking is Fundamentally Conservative and Preserves the Status Quo.

**Journals**

Journal of Innovation and Entrepreneurship

Journal of Small Business and Entrepreneurship

Journal of Entrepreneurship Development

Entrepreneurship and Regional Development

**Web Sites**

[www.ft.com](http://www.ft.com)

[www.knowledge.insead.edu](http://www.knowledge.insead.edu)

[www.mckinsey.com](http://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
Revision – annual update	May 2023	

Name change and therefore changes to Indicative content, Learning outcomes, Course description and Journals	June 2023	