



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

Centre for Professional and
Continuing Education

Learn How to Create Value and User-Centric Solutions, and Use Digital Communications to Scale Digital Businesses



NTU SGUnited Skills Programme in

Digital Entrepreneurship

Co-organized by PaCE@NTU and Skills Union

Funded by SSG and eligible for SkillsFuture Credit

Skills Union

Course Outline

This 6-month Digital Entrepreneurship Programme is a unique course that has been designed by a global team of highly experienced educators and entrepreneurs. It covers all of the key areas of expertise you will need to design, validate, launch and build a successful business in the digital economy or transform one - befitting for the new digital economy.

You will gain essential hands-on experience creating new ventures, exploiting markets, and developing growth strategies that leverage existing and future digital technologies. This course is also for intrapreneurs who are eager to generate new growth for your organizations.



Digital Entrepreneurship covers the most widely established entrepreneurship frameworks, including the Lean Startup, Business Model Canvas, and MIT's Bill Aulet's 24-Steps framework in "Disciplined Entrepreneurship."

Throughout the course, learners will learn how to examine the emerging business models, use a range of research and discovery methods to unearth business opportunities, and uncover new markets and business strategies. Learners will also have a chance to pitch to real business mentors and established entrepreneurs at the end of the module.

VENTURE DESIGN

Introduction to Digital Entrepreneurship

Entrepreneurship Frameworks, Research and Discovery

Venture Design and Business Model Innovation

Product Development and User Experience Design

GROWTH STRATEGY

Growth Strategy and Venture Financing

Digital Marketing and Sales

Agile Organizations

Business Pitch

Course Modules

Introduction to Digital Entrepreneurship

In this first module, we introduce the role of the Entrepreneur in the Digital Age, exploring the changing economic landscape and the future of work, where the rules of business are changing, and the rate of change is accelerating.

Entrepreneurship Frameworks, Research and Discovery

This module covers the most widely established entrepreneurship frameworks. Learners will apply these methods and frameworks to develop their business idea, which will be pitched to real business mentors and established entrepreneurs at the end of the module.

Venture Design and Business Model Innovation

Learners will learn the different aspects of venture design, looking at other business models and customer needs, and how these inform the business Value Proposition and strategic competitive positioning. This includes defining the core customer profiles, mapping the customer journey, and defining the cost of customer acquisition and the customer lifetime value to create a scalable business model.

Product Development and User Experience Design

Learners will learn the fundamentals of Product Development and UX Design, discovering how first to define the problem, develop core product requirements, and take the practical steps to build a Minimum Viable Product. This includes learning industry-standard UX design processes, rapid prototyping, and the latest user testing methodologies to validate assumptions to help attain Product-Market Fit.

Growth Strategy and Venture Financing

Learners are introduced to the fundamentals of scaling a business, including how to build a growth strategy, identifying the core business drivers, and creating a financial plan. This includes the different options available to entrepreneurs for raising capital, the pros and cons of varying financing pathways versus bootstrapping, and help them develop a financing strategy to support the growth of their business.

Digital Marketing and Sales

In this module, we cover all of the core elements of digital marketing and sales. Learners will learn to use no-code tools to build a website, create the company branding and marketing collateral, develop a social media and content strategy, Google Analytics and Search Engine advertising, and how to use CRM systems to build effective sales funnels and the essentials of building an effective sales strategy.

Agile Organisations

This module teaches learners about iterative design, agile methodologies, and the best practices for running the day-to-day operations of an agile business in the digital economy. This includes Agile (Scrum and Kanban) building effective, resilient teams who can effectively respond, including hiring, onboarding, performance management, developing effective communication, and an outcomes-focused high-performance culture.

Business Pitch

Learners will hone their business pitches by presenting their individual and group business projects. In the final two weeks of the programme, learners will pitch their business deck and plan to a panel of entrepreneurs and investors.

Our unique learning approach is based on Active Social Learning, where learners learn hands-on by interacting with peers through synchronous and asynchronous e-learning using the flipped classroom model, real-world portfolio projects, and direct access to our Mentors. The learning system is based on David Kolb's Experiential Learning Model, Honey & Mumford's Learning Styles, and the Learning Pyramid.



Graduate Support & Outcomes

Industry-Focused Curriculum

Our curriculum is designed and developed with direct input from leading technology industry professionals worldwide and working with leading curriculum content providers. Our mission is to work with and support our learners, to deliver radically relevant learning experiences that equip them with the tools, skills, and technologies they need to succeed in the fast-growing digital economy.

Industry & Mentor Networking

Our industry network of instructors and mentors includes professionals from some of the most recognized tech companies. Our talented team consists of experienced instructors, mentors, and industry subject matter experts, and ongoing networking support for our graduates, ensuring graduates get the necessary support they need to launch their careers.

Portfolio Accelerator - Real Projects

Our graduates work with real startups and hiring partners on projects that provide graduates with the portfolio they need in their job search through our Portfolio Accelerator programme. This project-based, experiential learning approach also allows graduates to learn essential soft skills, such as communicating with clients and the skills they will need in their career for any client-facing role.

Graduate Career Support

Our programme focuses on highly sought-after skills, which, combined with a qualifying admissions process, mentorship, and soft skills development, means that graduates are set up for success. We develop partner relationships with local employers and our global community through mentoring, portfolio projects, and hiring events to support our graduates once they have completed the programme.

Course Application Details:

Click on the dates to register now

Intakes:	30 August 2021 to 25 February 2022 25 October 2021 to 22 April 2022 04 January 2022 to 01 July 2022 01 March 2022 to 27 August 2022
Time:	24 hours per week
Venue:	NTU Virtual Learning Environment
Course Fee:	Standard Fee - S\$12,840 (inclusive of GST) Subsidised Course Fee - S\$500 nett (applicable to Singaporeans and Singapore PRs only)



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