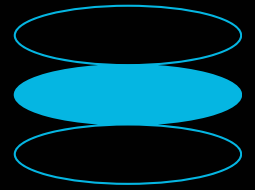




SYLLABUS — VERDANT VAULT ENTREPRENEURSHIP

From Idea to Launch



Course Overview

- Course Format: Asynchronous, Self-Paced
- Course Site: Verdant Learning Vault
- Instructor: Dr. Liz Kheng
- Instructor Email: drlizkheng@gmail.com

Course Description

This course guides you through the journey of transforming a business idea into a viable venture. We'll cover key aspects such as customer and market validation, crafting a compelling value proposition, and developing a sustainable business model. The curriculum includes fundamental principles of marketing, organizational structure, and finance, providing you with a solid foundation to build upon. Emphasis will be placed on effective communication strategies and the importance of iteration based on feedback and market dynamics.

Learning Outcomes

1. Cultivate an **entrepreneurial mindset** to identify and pursue opportunities.
2. Conduct thorough **customer and market validation** to refine your business idea.
3. Define essential **venture components**, including a clear value proposition, sound business model logic, and actionable roadmap.
4. Understand **legal and ownership structures** and key legal considerations for startups.
5. Develop practical plans for **marketing, operations/organization, and finance**, including pricing strategies, cost management, and capital needs assessment.
6. Master **professional communication skills** for both written work and delivering concise pitches.
7. Reflect on the importance of learning from failure, iterating on your ideas, and maintaining ethical standards in business.

Related Verdant Vault Courses

- **Business Communications:** This course complements the entrepreneurship curriculum by providing essential skills in professional writing and pitching, crucial for securing funding and building partnerships.
- **Introduction to Business:** This course offers a foundational understanding of core business functions and terminology, which will support your understanding of key concepts in entrepreneurship.

Materials & Technology

- Reliable Internet Access
- Ability to view slides and videos
- Ability to download and upload documents
- Spreadsheet software (e.g., Microsoft Excel, Google Sheets) for financial planning

How the Course Works

This course is designed to be flexible and engaging. You'll learn through a variety of materials and activities. The course is delivered in a modular fashion that will allow you to dive deeply into entrepreneurship at your own pace.

- Readings from various sources
- Lecture slides and video presentations
- Practical assignments
- Submission of completed assignments
- Study guides and quizzes to reinforce learning

Assessments & Grading

Your grade in this course will be based on the following components:

- Module Assignments: 45%
- Module Quizzes: 25%
- Mini Venture Build: 20%
- Final Reflection: 10%

Note: Weights may be adjusted slightly at the instructor's discretion.

Course Outline (Modules)

- 01 Entrepreneurial Mindset
- 02 Corporate Entrepreneurship + Learning from Failure
- 03 Turning Opportunities into Real Ventures
- 04 From Flop to Fame + Trend to Innovation
- 05 Opportunity Analysis (Domestic & International)
- 06 Legal Basics & Protecting the Idea
- 07 Creating a Business Plan (Mini Venture Build begins)
- 08 Marketing Plan + Pivots
- 09 Organizational Plan
- 10 Financial Plan (Pro Forma)
- 11 Sources of Capital
- 12 Financing the Business
- 13 Growth Strategies
- 14 Growth from External Sources
- 15 Exit Strategy
- 16 Summary and Wrap-Up + Final Reflection

Self-Paced Progress & Deadlines

Since this course is **self-paced**, you'll be managing your time and progress independently. Each module is designed to take **about one week**, so think of this course like a weekly rhythm: you move through the content, apply it, and then build on it in the next module.

Because the course doesn't provide detailed late-work guidelines, the most important skill you can practice here is the same one entrepreneurs rely on every day: **ownership**. Ownership of your schedule, your choices, and your follow-through. In entrepreneurship, missed deadlines don't just mean "points off"—they can mean lost customers, wasted inventory, or missed opportunities. The good news is: this course is built to help you strengthen that habit in a low-risk environment while you learn the concepts.

Academic Integrity

All work submitted in this course must be your own. Plagiarism or any other form of academic dishonesty will not be tolerated and will result in serious consequences, as outlined in the institution's academic integrity policy.

AI / Generative Tools

AI and other generative tools are permitted for brainstorming and proofreading purposes. However, you must verify the accuracy of the output and ensure that all submitted work represents your own original thought and analysis. Submitting fully auto-generated content is prohibited.