

## IED 210 Revised Curriculum: Innovation & Entrepreneurship

Location: Entrepreneurship Center, Innovation Cluster Building 2

Timing: Sundays – 5.30 – 8.30 pm

<b>Legend:</b> Lectures	Class Activity	Course Marking
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<b>Class</b>	<b>Date</b>	<b>Descriptor</b>	<b>Lecturer</b>
1.	20-Aug	Introduction to Design Thinking Customer Discovery Initial View of Technologies	Amal Dokhan G. McConnell
2.	27-Aug	Business Model Canvas Jobs-To-Be-Done Customer Journey	Amal Dokhan A. Aljiffry
3.	10-Sep	Introduction to Innovation Strategic Planning Pitching an Idea	G. McConnell
4.	17-Sep	Design Thinking for Innovation Initial Ideas Pitch	Amal Dokhan G. McConnell
5.	01-Oct	Differentiation Positioning Competitive Advantage	G. McConnell
6.	08-Oct	Innovation Ecosystems Hybrid Business Models	G. McConnell
7.	15-Oct	Financial Planning: Sales, Costs & Pricing	John Eager
8.	22-Oct	Market Validation Pitch	G. McConnell A. Aljiffry
9.	29-Oct	Technology Development TechNav	H. Ahmed

10.	05-Nov	In-Class Self-Directed Work <b>Mentor Sessions</b>	E.C. Team
11.	12-Nov	In-Class Self-Directed Work <b>Mentor Sessions</b>	E.C. Team
12.	19-Nov	In-Class Self-Directed Work <b>Mentor Sessions</b>	E.C. Team
13.	26-Nov	<b>Pitch Practice</b> <b>Final Mentor Feedback</b>	E.C. Team
	30-Nov	<b>Final Business Plans Due</b>	
14	03-Dec	<b>Final Class Pitches</b>	G. McConnell Amal Dokhan