



AIT
Asian Institute of Technology



ENTREPRENEURSHIP
CENTER

IN THE MIND OF AN ENTREPRENEUR

A Crash Course



Adjunct Faculty:
Mr. Emmanuel Prado
MBA, ESSEC
Corporate Finance Expert, Entrepreneur

10 interactive online lectures

Starts

20 November 2020 | 7:30 PM

Bangkok Time ICT (Indochina time) UTC/GMT +7 hours

Mark your calendar!

First Class

Friday

20

NOVEMBER

Tuesday

24

Thursday

26

DECEMBER

Tuesday

1

8

15

22

Thursday

3

10

17



Register Now!

<https://forms.gle/jetiRJefSA6EPLZY9>

Contact AIT Entrepreneurship Center

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In the Mind of an Entrepreneur – A crash Course

ABSTRACT

This course is introducing the basic principles of entrepreneurship in 3 chapters of Product Development, Business Administration and People. Its given over 10 sessions of 2 hours each over a period of 4 weeks. The course is not specific to a particular industry, but several example will refer to technology.

OBJECTIVE

The objective of the course is to prepare students to become successful entrepreneurs and to learn about the main pitfalls' entrepreneurs could face to avoid them. The main concepts from idea generation to exit are covered and illustrated with concrete cases.

Lecturer

The course is provided fully online by Emmanuel Prado; Emmanuel is an Adjunct Faculty with AIT and graduated with a Masters in Strategy and Management of International Business from Essec Business School in France. He is based in Singapore and has been working in banking, Corporate Finance, venture fund management and as an entrepreneur starting a digital health company.

OUTLINE

1. SECTION 1: PRODUCT DEVELOPMENT
 - 1.1. How serial entrepreneurs think and develop products;
 - 1.2. Generating great ideas;
 - 1.3. Segmentation, Targeting, Positioning;
 - 1.4. Pricing;
2. SECTION 2: BUSINESS ADMINISTRATION
 - 2.1. Go-to-Market Strategy;
 - 2.2. Legal for Entrepreneurs;
 - 2.3. Valuation & Capital Raising;
 - 2.4. Measuring, reporting performance and path to exit;
3. SECTION 3: PEOPLE
 - 3.1. Attracting, Engaging and retaining talents;
 - 3.2. Becoming a manager for the first time and developing leadership capabilities;

TEACHING METHOD

The course is taught online with slides concrete illustrations on the concept in live cases.

EVALUATION AND GRADING

No evaluation

PRE-REQUISITE

Foundations of accounting (be able to read and understand financial statements)
Foundations of business law (knowing what is a share of a company)