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Beehive Entrepreneurship for All MOOC Syllabus

The Beehive MOOC (massive open online course) provides a comprehensive introduction to entrepreneurship. The Beehive MOOC does not limit the scope of entrepreneurship to starting a new company – although start-ups are certainly a common outcome of entrepreneurship – but also views entrepreneurship as a mind-set and a process.

The Beehive MOOC is divided into several units designed to be taken over the course of six weeks. Each unit consists of a combination of short video lectures, digital stories, assignments and useful resources. During the second half of the course, expert mentors will be available to provide advice to students. Upon successful completion of all units, students will receive a personalized certificate.

Taking a MOOC requires a good deal of self-motivation; the more fully a student engages with the elements of the MOOC, the more she or he will gain from the course.

If you are interested, motivated, searching and curious, the Beehive MOOC is for you!



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Unit 1: Introduction

What is entrepreneurship and why is taking the course beneficial? Introduction to the course environment and instructions on how to navigate and make the best use of the course materials. The Beehive MOOC Certificate and how to earn it.

Unit 2: Creativity

What is creativity? How to be(come) more creative. How to generate and evaluate ideas. Obstacles to creativity.

Unit 3: Trends and opportunities

Current trends in technology and the business world. Spotting trends and taking advantage of them.

Unit 4: Customers and meaning

Identifying and understanding customers. The importance of meaning. Establishing competitive advantage.

Unit 5: Design thinking and the lean startup

Introduction to the design thinking process. The lean startup movement and similarities with design thinking.

Unit 6: Innovation methods

Effectuation as a method to use the resources at hand to develop new products or services. Open innovation – involving customers in the development of new products or services.

Unit 7: Visualizing business

Introduction to the Business Model Canvas. Canvas and Canvas walk-through.

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Unit 8: Marketing and selling

The four Ps of marketing. Helping buyers buy rather than helping sellers sell. Online/social media marketing. Using big data. Customer decision-making process.

Unit 9: Social responsibility

Taking „the greater good“ into account in entrepreneurship.

Unit 10: Pitching

The art of pitching a new idea.

Unit 11: The entrepreneurial team

The entrepreneurial team – composition and diversity. Key concerns for entrepreneurial teams. Stakeholders: Customers, entrepreneurial team, employees, investors, Board of Directors. Basics of corporate governance.

Unit 12: Managing risk

Common categories of risks for entrepreneurs. Anticipating and dealing with risks.

Unit 13: Financing new ventures

Introduction to financial modelling for startups – review of key financial assumptions, assessment of cashflow requirements, calculation of monthly burn rate, seed and venture funding requirements, scenario testing and preparation of key financial documents.

Unit 14: Working with a new business idea

During this unit, students work with their own new business ideas – individually or in groups – with input from Beehive’s expert mentors.

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Unit 15: Entrepreneurship and the cynefin framework

Introduction to the cynefin framework. Job possibilities reflected within the cynefin framework.
The position of entrepreneurship in the cynefin framework.

Unit 16: Wrap-up and summary

Summary of the course. Certificate of completion.



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Beehive MOOC Calendar 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 29	April 30 Unit 1: Introduction	May 1	May 2 Unit 2: Creativity	May 3	May 4 Unit 3: Trends and opportunities	May 5
May 6	May 7 Unit 4: Customers and meaning	May 8	May 9 Unit 5: Design thinking and the lean startup	May 10	May 11 Unit 6: Innovation methods	May 12
May 13	May 14 Unit 7: Visualizing business	May 15	May 16 Unit 8: Marketing and selling	May 17	May 18 Unit 9: Social responsibility	May 19
May 20	May 21 Unit 10: Pitching	May 22	May 23 Unit 11: The entrepreneurial team	May 24	May 25 Unit 12: Managing risk	May 26
May 27	May 28 Unit 13: Financing new ventures	May 29	May 30 Unit 14: Working with a new business idea	May 31	June 1	June 2
June 3	June 4 Unit 14: Working with a new business idea	June 5	June 6 Unit 15: Entrepreneurship and the Cynefin framework	June 7	June 8 Unit 16: Wrap-up and summary	June 9

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Recommended Reading Materials

Anderson, Chris (2006). *The Long Tail: Why the Future of Business Is Selling Less of More*. Hachette Books.

Anderson, Chris (2016). *TED Talks: The Official TED Guide to Public Speaking*. Houghton Mifflin Harcourt Publishing Company

Anthony, Scott D (2012). *The Little Black Book of Innovation: How it works. How to do it*. Harvard Business School Publishing Corporation

Aulet, Bill (2013). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. Wiley.

Blank, Steve and Dorf, Bob (2012). *The Startup Owner's Manual: The Step-By-Step Guide to Building a Great Company*

Cooper, Brant and Vlaskovits, Patrick (2010). *The Entrepreneur's Guide to Customer Development: A cheat sheet to The Four Steps to the Epiphany*

Kawasaki, Guy (2015). *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*.

Kidder, David (2013). *The Startup Playbook: Secrets to Fastest-Growing Startups from their Founding Entrepreneurs*

Kim, W. Chan and Mauborgne, Renee (2004). *Blue Ocean Strategy*. Harvard Business Review

Kim, W. Chan and Mauborgne, Renee (2017). *Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth*.

MacLeod, Hugh (2009). *Ignore Everybody: and 39 Other Keys to Creativity*. Penguin Group.

Ogilvie, Tim and Liedtka, Jeanne (2011). *Designing for Growth: A Design Thinking Toolkit for Managers*. Columbia Business School Publishing.

Osterwalder, Alexander and Pigneur, Yves (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.

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Osterwalder, Alexander; Pigneur, Yves, et. al. (2015). Value Proposition Design: How to Create Products and Services Customers Want. Wiley.

Pearson, Taylor (2015). The End of Jobs: Money, Meaning and Freedom Without the 9-to-5. Lioncrest Publishing.

Ries, Eric (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Random House.

Thiel, Peter and Masters, Blake (2014). Zero to One: Notes on Start-Ups, or How to Build the Future

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About the Beehive Project

Beehive is an acronym that stands for *Building Entrepreneurial Ecosystems to Enhance Higher Education Value-Added for Better Graduate Employability*. **Beehive** involves 11 partner institutions located in five European countries as well as in Indonesia and the Philippines. The project partners have gathered to share knowledge and expertise in the field of entrepreneurship. This project aims to inspire commitment and enthusiasm in students and graduates of partner universities in Indonesia and the Philippines that are willing to take their career and life into their own hands by creating start-ups and innovations. The project introduces the novel holistic approach of entrepreneurial ecosystems that sees entrepreneurship not merely as individual efforts but as a process of networking and creating synergies between different stakeholders. **Beehive** is designed to accelerate current and past students' entrepreneurial skills and knowledge.

The **Beehive** project is funded through the European Union's *Erasmus+ Capacity Building in Higher Education* program. **Beehive** aims at building sustainable university-based entrepreneurial ecosystems at higher education institutions in Indonesia and the Philippines. The project will enhance the partner universities' students' and graduates' employability and their ability to create jobs. Furthermore, it will support the transformation of the partner universities in Indonesia and the Philippines into entrepreneurial universities.

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