



 **Columbia Business School**  
AT THE VERY CENTER OF BUSINESS™

VENTURE FOR ALL®

A photograph of three people (two men and one woman) in a modern office setting, leaning over a desk and looking at a laptop screen. The scene is brightly lit with warm, golden light from a window in the background. A large, semi-transparent red overlay covers the bottom half of the image, containing the title text.

# Entrepreneurship

Entrepreneurial Innovation  
and Finance

**Columbia Business School Venture For All<sup>®</sup>, in partnership with McGraw Hill, to offer a university-level education program on entrepreneurship.**

**The eight-session Entrepreneurship program — comprised of two live and six self-directed modules — offers an intensive learning experience that focuses on the creation, evaluation, development, and launch readiness of a new business or social enterprise. Program participants learn from world-renowned Columbia Business School faculty with content delivered through McGraw Hill's leading Connect platform and tap into the extensive content offerings of McGraw Hill.**

- Each participant enters the program with a preliminary venture idea that they would like to work on.
- Throughout the program, participants refine their venture's hypothesized business model based on instructor, peer, and customer feedback.
- They leave the program fully equipped with the tools and frameworks required to create and launch their new startup.

## Jack McGourty



Jack McGourty has, for more than 20 years, been an active member of Columbia University's entrepreneurial community, establishing an undergraduate minor in tech entrepreneurship, teaching core and advanced courses in entrepreneurship, and launching the federally funded Columbia University-Harlem Small Business Development Center, offering technical assistance to local entrepreneurs and small business owners.

McGourty is the founder and director of Venture for All<sup>®</sup>, a global program designed to educate aspiring entrepreneurs and build capacity for high-potential startup ventures in emerging markets. He is the recipient of the Columbia Engineering School's Distinguished Faculty Teaching Award and Columbia Business School's Dean's Award for Teaching Excellence.

This program will provide participants with the knowledge needed to formulate a strategy and plan for their start-ups. Combining theory and real-world practices, students will gain the necessary marketing, financial, and management skills to make their business a reality. Besides entrepreneurship, other applicable areas include corporate innovation and new product realization.



## Learning Outcomes

- How to best frame a venture opportunity
- How to develop a business model to test their assumptions about product offerings and market demand
- How to define their early-target customer and engage in effective customer discovery
- How to assess the current market and position their product offerings for competitive advantage
- Agile ways to develop new product or service that will gain market traction quickly
- Current approaches for cost-effective customer acquisition and retention
- How to build credible financials based on reasonable, benchmarked assumptions
- Critical metrics to measure and monitor new venture success
- How to build the right team and culture for a successful launch and early-stage growth

## Breakdown of Modules

Module 1: <b>Your Idea</b>	<ul style="list-style-type: none"> <li>• Course introduction</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying &amp; evaluating new venture opportunities</li> </ul>
Module 2: <b>Your Business Model</b>	<ul style="list-style-type: none"> <li>• New venture success factors</li> <li>• Business model canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Value proposition (the Offer)</li> </ul>
Module 3: <b>Your Customer</b>	<ul style="list-style-type: none"> <li>• Product-market fit</li> <li>• Customer profile definition</li> </ul>	<ul style="list-style-type: none"> <li>• Customer interview creation</li> <li>• Data collection &amp; analysis</li> </ul>
Module 4: <b>Your Market</b>	<ul style="list-style-type: none"> <li>• Market sizing</li> <li>• Industry analysis &amp; trends</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive advantage</li> <li>• Competitor comparison &amp; positioning</li> </ul>
Module 5: <b>Your Product</b>	<ul style="list-style-type: none"> <li>• New product development success factors</li> <li>• Minimum viable products (MVP)</li> </ul>	<ul style="list-style-type: none"> <li>• Product development plans &amp; costs</li> </ul>
Module 6: <b>Your Brand</b>	<ul style="list-style-type: none"> <li>• Marketing strategies to drive customer acquisition</li> </ul>	<ul style="list-style-type: none"> <li>• Digital marketing &amp; social media approaches</li> </ul>
Module 7: <b>Your Financial Plan</b>	<ul style="list-style-type: none"> <li>• Revenue &amp; cost assumptions</li> <li>• Income statement projections</li> <li>• Cash management</li> </ul>	<ul style="list-style-type: none"> <li>• Capital requirements</li> <li>• Funding sources</li> </ul>
Module 8: <b>Your Launch</b>	<ul style="list-style-type: none"> <li>• Core team selection</li> <li>• Key partnerships &amp; alliances</li> </ul>	<ul style="list-style-type: none"> <li>• Legal considerations</li> <li>• Launch readiness</li> </ul>



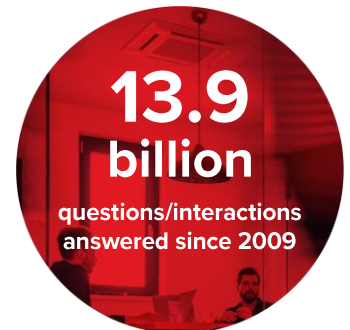


connect®

**Entrepreneurship: Entrepreneurial Innovation and Finance is delivered utilising McGraw Hill's Connect platform. With millions of users around the world, Connect offers a highly reliable, and easy-to-use reading, practice, and assessment solution that applies learning science and award-winning tools to improve student results and delivery of instruction.**

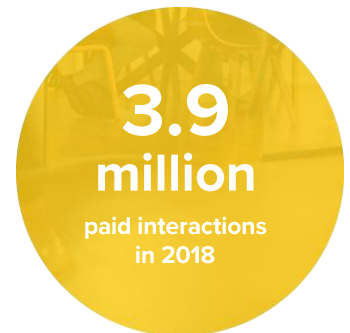
#### For students, Connect provides:

- Immersive, interactive experience (including mobile & offline)
- Engaging lessons and activities drive the learning experience and encourage students to think creatively as they refine their venture's business model
- Effective studying and a variety of learning resources



#### For faculty, Connect provides:

- Fully standalone capability including: content, assessment, course management, and delivery of a certificate
- Powerful reporting insights that harness the power of data to provide highly actionable insights
- Flexible implementation from standalone to integration into broader course curriculum



## Practical Assessments

**Connect is built with deliberate instructional alignment to give students focused instruction. Paired with practical assessments, this takes students beyond rudimentary knowledge to mastery of concepts efficiently and effectively.**

**Practical assessments, such as application-based activities, case studies, writing assignments, and more, help students develop their skills and show their work. This approach supports lifelong learning and allows instructors to better assess students' 21st century skills.**





At the end of the program, students will receive a certificate to show their achievements

**For more information on this course, please visit :**  
<https://www.mheducation.co.in/entrepreneurship-and-innovation>

**Apply Here**



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