Faculty of Business
Management Study Program
Major of Digital Business Management

Subject Code : DBM04
Subject Title : **Digital Startup Development**
Subject Specification : Students in Department of Management semester 3
Subject Overview :

This is a course of Digital Startup Business Development. The course will focus on the step to build a digital start up business. Topics that will be discussed include Introduction, Holistic View of Business, Business Model Canvas, Design Thinking, Consumer Research, Mission – Driven Entrepreneurship, Digital Marketing (Customer Centric Marketing, Creating Content Marketing, Different Marketing Tools, Financial Option, Finding Prospective Investors and Pitching and Raising Early Stage Investment for Digital Business. This course is designed for students semester 3

Course Objectives :

By the end of the course, the students are expected to:

1. Understand the concept of Digital start up development.
2. Be able to use the basic concept of Digital start up development.
3. Demonstrate ability to create the concept of Digital start up development.

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge:
    a. Understand the holistic view of business.
    b. Understand the concept of Business Model Canvas (BMC).
    c. Understand the Human Centric Product and Service Development Process (Design Thinking, Consumer Research)
    d. Understand the relationship between mission, vision, values, and how it drives the strategy of the enterprise.
    e. Understand the fundamental elements of Digital Marketing.
    f. Understand basic principles of investment and how to pitch and raising early stage investment for digital business.
2. Skills:

a. Be able to implement the concept of Business Model Canvas.
b. Be able to use basic concepts of design thinking to develop a human- centric product/service.
c. Be able to use consumer persona to identify and define target audience.
d. Be able to identify critical touchpoints for the target audience and develop a consumer journey using the 5A framework.
e. Be able to use customer feedback and data to improve content marketing and the product/service.
f. Be able to develop a consumer persona, map the consumer journey and analyze digital touchpoints to develop effective content marketing materials.
g. Be able to develop a business plan and compelling story to attract investment
h. Be able to present a convincing pitch to prospective investors.

3. Attitude:
   a. Demonstrate an understanding of the essential elements of a business and how they influence each other.
   a. Demonstrate ability to use the business model canvas to analyze their business ideas and develop their business models.
   b. Demonstrate ability to establish resonance with potential consumers.
   c. Demonstrate ability to develop a prototype that caters to the needs/wants of the target audience and continuously iterate.
   d. Demonstrate ability to create appropriate content for different digital touchpoints.
   e. Demonstrate the concept of Startup Business and pitch to prospective investors.

Course contents :

This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduction Holistic View of Business
2	Business Model Canvas
3	Design Thinking
4	Consumer Research
5	Quiz
6	Mission – Driven Entrepreneurship
7	Review for mid test
8	**Mid Examination**
9	Digital Marketing Customer Centric Marketing
10	Digital Marketing Creating Content Marketing
11	Digital Marketing Different Marketing Tools
12	Quiz
13	Financial Option Finding Prospective Investors
14	Pitching and Raising Early Stage Investment for Digital Business
15	Review for Final Test
16	**Final Examination**

Grading System

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **50 and above.** In the Letter Grade System, the quantitative grades mean :

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction Holistic View of Business	• Course content • Teaching method • Course requirements and evaluation • Holistic View of Business	Lecturers
2	Business Model Canvas	• Business Model Canvas	• Lecturers • Case Study • Individual Project Assignment
3	Design Thinking	• Design Thinking	• Lecturer • Class Discussion
4	Consumer Research	• Consumer Research	• Lecturers • Case Study
5	Quiz	Material Session 1,2,3,4	Quiz
6	Mission – Driven Entrepreneurship	• Mission, Vision & Values	• Lecturers • Class Discussion
7	Review for Mid Test	• Review all materials knowledge Session 1,2,3,4,5 & 6	• Review • Class Discussion
8	**Mid Term Examination**	• **Mid- term of examination** • **Evaluation of materials knowledge Session 1,2,3,4,5 & 6**	**Written Test**
9	Digital Marketing Customer Centric Marketing	• Mapping the customer journey • Analyzing digital touchpoints • Advertising on digital platforms	• Lecturers • Case Study
10	Digital Marketing Creating Content Marketing	• Creating content marketing • The Role of Content in Creating Relevance, Trust and Salience in eCommerce	• Lecturers • Class Discussion

11	Digital Marketing Different Marketing Tools	• Different Marketing Tools	• Lecturers • Case Study
12	Quiz	Material Session 9,10,11	Quiz
13	Financial Option Finding Prospective Investors	• Financing Options • Fundraising Strategies • Finding Prospective Investors • Expectations of Investors	• Lecturers • Case Study
14	Pitching and Raising Early Stage Investment for Digital Business	• Crafting a Pitch Deck • Closing the Deal	• Lecturers • Group Discussion
15	Review for Final Test	Preparation for Final Test	Group Discussion
16	**Final Examination**	**Proposal of Digital Business**	**Group project & Presentation**

Guidelines

Midterm Exam Guideline : All materials before Mid Test
Final Exam Guideline. : Proposal of Digital Business (Group project & Presentation)

References :

Alibaba Digital Talent Network – Academic Framework. 2020. Digital Transformation Program and Digital Entrepreneurship Program. Alibaba Business School.

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