

Course Code : DBS102/03
Course Title : Digital Business Venture
Prerequisite(s) : None

Level : Degree
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

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The Digital Business Venture modular course enables learners to learn about various facets of starting up a business and how to improve on existing business model. The learner will learn how to determine Buyer Persona for products or services and also understand the importance of selecting appropriate Go-To-Market channels, both for online marketing purposes as well as offline distribution, where applicable. By the end of this module, the learner will learn how to create an innovative business model by applying key concepts of Lean Methodology

Learning Outcomes

1. Identify Business model design using Lean Canvas methodology (C1, PL01)
2. Describe Go-to-Market Strategies and channel development (C2, PL01)
3. Describe the possible financial viability of digital business ventures (C1, PL01)

Topics

1. Introduction to Lean Startup Concepts
2. Lean Startup Methodology: Build Measure Learn
3. Define Problem & Solution
4. Buyer Persona
5. Unique Value Proposition
6. Revenue Streams
7. Channels
8. Business Viability & Cost Structures
9. Pitch for Fund Raising

Main Reference

Jonanthan P.A (2019). Digital Entrepreneurship (1st ed.). New York: Routledge.