SYLLABUS 2026-2027

EM Startupper

MODULE SPECIFICATION

Module Code	2627_PCA_1_EN_013
Campus	Oxford
Department(s)	Career Path
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 02
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	Completion of U1 – Project Management and participation in U1 – Open Forum
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	3
Equivalent FHEQ credits	6
Study Hours	60 hours which comprise of 21 directed learning and 39 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module is a practical and applied project where students work in teams to design and develop an initial business model for a new company. It serves as an extension of prior learning in project management and entrepreneurship, allowing students to transpose theoretical knowledge into a tangible venture. The module culminates in the creation of a business model and a professional pitch, providing students with hands-on experience in the initial stages of a startup.

Teaching Arrangement	The module will take a blended approach, combining e-learning, group work on a real-life project, group coaching, and deliverables at each stage.
Learning Outcomes	By the end of this module, students should be able to: 1. Define a viable business idea that meets a specific target audience's needs, based on a basic analysis of the market and competition. 2. Apply a networking approach to validate both business ideas and proposed solutions, and integrate constructive feedback into their project. 3. Create a prototype solution and develop a fundamental business model using the Business Model Canvas framework. 4. Present their project in a concise and compelling manner, articulating its value proposition clearly.
Competency Goals *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals	PGE_U_CG05_LO01 - Analyse the organisation's activity and develop innovative projects
	PGE_U_CG05_LO03 - Define appropriate innovation business model and business plan

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Kick-Off Meeting

Content:

- Overview of the EM Startupper Project
- Presentation of the steps, how it functions, the coaches
- The aim: what is expected at the end
- What students will learn

Session 2: Develop Your Idea

Content:

- Meet and get to know your coach
- Present your ideal to all groups and to your coach
- Set out your idea using the Deliverable 1 framework
- Develop your idea
- Submit the deliverable through Upward (one student submits it on behalf of the entire group)

Assignments:

- Find one or several business project ideas
    - Discuss it with your coach

Last reviewed: 23/09/2026

Session 3: Research

Content:

- Define your targets and personas
- Define the need which your idea meets
- Carry out a field survey to validate whether:
    1. You have the right targets in mind
    2. There is a need and this need is shared by your target
- Each team presents the result of its work

Assignments:

- Go to Upward -> Startupper -> Research (Exploration):
    1. Watch all of the videos and get to know the content
    2. Work through to the to-do list as a group (next slide & Upward)
    3. Present the results of your work using Deliverable 2 (Research) framework
    4. Submit the deliverable through Upward (one student submits on behalf of the entire group)

Session 4: Validate

Content:

- After knowing your targets and their needs better, it's time to analyse your market and competitors
- A business startup idea that works is an idea that positions itself clearly in relation to the competition and that brings more to the market
- Find out who your competitors are:
    - Who are they?
    - What do they do?
        - Don't be scared to test and use their products so that you can clarify your position in relation to them
    - Each team presents the result of its work

Assignments:

- Go to Upward -> Startupper -> Validate (Validation):
    1. Watch all of the videos and get to know the content
    2. Work through to the to-do list as a group (next slide & Upward)
    3. Present the results of your work using Deliverable 3 (Validate) framework
    4. Submit the deliverable through Upward (one student submits on behalf of the entire group)

Session 5: Business Model

Content:

- Very nature of a business is to collect money in exchange for a product/service that meets a real need
    - Now that you have the perfect knowledge of your market and your competition, it's time to set out how you are going to make money!
        - It is up to you to set out your business model(s) and decide on your pricing strategy
            - Each team presents the result of its work

Session 6: Prepare Your Pitch

Content:

- Even good projects have a good chance of going unnoticed if they are not properly presented
    - Show what you are capable of and deliver a professional, yet engaging, 5-minute pitch on your business startup project
        - Each team presents the result of its work through this first pitch

Assignments:

- Decide how your presentation will be structured using the "Prepare your Pitch" framework
    - Create text and visual content
    - Practice under real conditions
    - Submit the deliverable through Upward (one student submits on behalf of the entire group)

Session 7: Closing Pitch

Content:

- Final pitch: teams will select the best project and pitch
- Final step! Following the previous module, improve your presentation skills fully to deliver the best possible pitch!
    - Those with the best pitches will have the opportunity to present their project to the EM Normandie incubator and to a panel of entrepreneurs

Assignments:

- Go to Upward -> Startupper -> Closing Pitch:
    1. Watch all of the videos and get to know the content
    2. Work through to the to-do list as a group (next slide & Upward)
    3. Present the results of your work using Deliverable 6 (Closing Pitch) framework
    4. Submit the deliverable through Upward (one student submits on behalf of the entire group)

KEY TEXTS

1. Pakroo, P.H. (2024) The small business start-up kit: A step-by-step legal guide. 13th edn. Nolo.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (60%)	Competency evaluation	40%
	Written assessment	20%
Final Exam (40%)	Group presentation	

MODULE DESIGN TEAM

- Author: *Ingrid Boutroy*
- Reviewer: *Anneke Edmonds*
- External Reviewer: *Qurat-ul-ain Chohan*

Last reviewed: 23/09/2026