

ITL-828: Entrepreneurship and Innovation in Educational Technology

Credit Hours:

3+0

Prerequisites:

None

Course Objectives:

The rapid evolution of technology, particularly Artificial Intelligence (AI), has created both unprecedented challenges and transformative opportunities in education. In this context, fostering entrepreneurship and innovation in educational technology has become more critical than ever. This course equips students with the knowledge, skills, and strategies to design, launch, and evaluate education technology ventures, drawing insights from the perspectives of educators, entrepreneurs, investors, and philanthropists. By the end of the course, the students will be able to:

1. Understand the dynamics of entrepreneurship and innovation in education.
2. Analyze the role of AI and emerging technologies in shaping future learning ecosystems.
3. Examine critical success and failure factors in EdTech ventures.
4. Develop business models and funding strategies for educational startups.
5. Foster collaborative approaches between educators and technologists for scalable solutions.
6. Promote ethical and inclusive innovation to enhance educational equity.

Course Contents:

- Introduction to Educational Entrepreneurship and Innovation
 - Global education challenges and digital disruption
 - Why entrepreneurship matters now
 - Emerging trends: AI, VR, adaptive and hybrid learning
- Design Thinking for Educational Innovation
 - Human-centered design in EdTech
 - Ideation, prototyping, and testing solutions
 - Case studies of transformative education startups
- Business Models for Education Technology
 - Lean startup methodology
 - Business Model Canvas for EdTech ventures
 - Revenue models for sustainable growth
- Funding and Investment in EdTech
 - Venture capital and investor expectations

- Pitching strategies and negotiation
- Alternative funding: grants, impact investors, and crowdfunding
- Why Startups Succeed or Fail
 - Analysis of successful and failed EdTech companies
 - Common mistakes in EdTech entrepreneurship
 - Building resilience in uncertain times
- Role of AI and Emerging Technologies
 - AI-driven personalization in learning
 - Data analytics for education innovation
 - Ethical implications of AI in education
- Distance Learning, Hybrid Models, and Equity
 - Digital divide and inclusive innovation
 - Designing scalable solutions for diverse learners
 - Case studies: Global perspectives on access and equity
- Building Entrepreneurial Ecosystems in Education
 - Collaboration among educators, technologists, and investors
 - Role of nonprofits, governments, and accelerators
 - Networking and partnerships for impact
- Capstone Project: EdTech Startup Design and Pitch
 - Develop a prototype and business plan
 - Prepare investor-ready pitch deck
 - Pitch presentation to a panel of experts

Course Learning Outcomes:

At the end of the course, the students will be able to:

1. Evaluate challenges and opportunities for EdTech entrepreneurship.
2. Apply design thinking and lean startup principles to educational innovation.
3. Develop a comprehensive EdTech business model with scalability and sustainability.
4. Assess investor perspectives and create compelling pitch decks for funding.
5. Critically analyze AI-driven educational products for impact and ethics.
6. Collaborate effectively to design technology-based solutions for diverse educational needs.

Reference Materials/ Books:

1. Christensen, C. M., Horn, M. B., & Johnson, C. W. (2017). *Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns*. McGraw-Hill Education.
2. Kuratko, D. F. (2021). *Entrepreneurship: Theory, Process, Practice*. Cengage Learning.
3. Hess, F. M., & McShane, M. Q. (2014). *Breakthrough Leadership in the Digital Age: Using Learning Science to Reboot Schooling*. Corwin.
4. Horn, M. B., & Staker, H. (2014). *Blended: Using Disruptive Innovation to Improve Schools*. Wiley.