

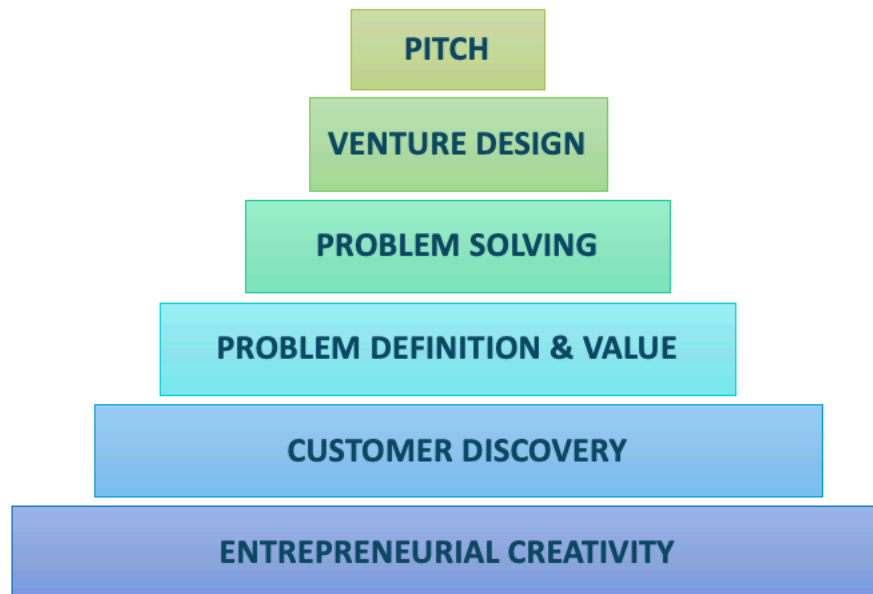
DRAFT Syllabus

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Pedagogy

Immersive Innovation is a self-paced action-learning online course by MIT Bootcamps. It is made of six learning modules that build on one another. Successful engagement with one module creates the foundation for success for the next module. Learners can choose to engage with the project on their own or in self-formed teams.



Learning Goals

- Learn and apply creative, systematic, rigorous, and data-driven approaches to innovation developed, taught, and practiced at MIT
- Understand the fundamental enterprise logic to build a successful new innovation

Learning Objectives

- Profoundly understand a problem space and evaluate it as an innovation opportunity – discover potential value
- Speak directly to end users and customers to understand how they experience the problem your team identifies
- Conceptualize a superior solution for this innovation opportunity – create value for your end user and/or customer
- Design a business model and financial model that creates long-term value – deliver value to your end user and/or customer, and your venture/yourself
- Communicate the value you are going to create and deliver through your venture in a persuasive and compelling way

Educational Strategies and Techniques

Preparation: You will prepare for each Bootcamp Module by completing a curated set of MOOC modules developed by the MIT Bootcamps team and MIT faculty, as well as occasional readings and other videos. Each MOOC module will have embedded assignments, but it is **not required** to complete these MOOC assignments for the Bootcamp. There will be separate Bootcamp Deliverables for each Bootcamp Module that you will find within NovoEd. Not all MOOC content will be covered in the recorded lectures and workshops, but the

combination of MOOC modules, lectures, and workshops will be necessary for you to successfully complete deliverables for your project and build a strong final presentation.

Recorded sessions: Recorded sessions will feature a mix of recently recorded Innovation Workshops with the MIT Bootcamps team and lectures from MIT Faculty and practitioners. Innovation Workshops will focus on methods and techniques to develop a business idea. Faculty and practitioner lectures will present a mix of the latest in innovation and entrepreneurship education, research, and practice across MIT's vast innovation and entrepreneurship ecosystem.

Project-Based Learning (PBL) and Deliverables: Throughout this course, you will work in a systematic (and often iterative) way, to identify an opportunity for innovation, conceptualize a superior solution, and design a model to deliver it in a financially sustainable way, creating value for the end user, the customer, and the innovators. Along the way, you will practice skills necessary for entrepreneurs, innovators, and problem solvers across a range of disciplines and organization types: generate data through primary research, (in)validate hypotheses, make decisions with limited information and resources, and communicate your ideas effectively. Modules 1 to 6 will have Deliverables that will be peer-reviewed. Some Deliverables will include video pitches.

Office hours: Office hours with MIT Bootcamp coaches will be held once a week for learners to ask questions to better understand particular concepts and how to apply them.

Peer Review: Throughout the course, you will be asked to review and provide feedback on Deliverables and video pitches of others. Reviewing others' work helps you to take what you have learned, think critically, and apply it to another context. This helps reinforce the concepts you are learning while also exposing you to a broader range of students and innovation happening in the course.

Learning components and average weekly time commitment

Expect to spend between 5-10 hours per week on the following course activities.

Component	Description	Weekly time commitment	(A)synchronous?
Preparation	MOOC modules & readings	.5-2 hours	Asynchronous
Innovation workshops	Workshops on how to	3-6 hours	Asynchronous
Lectures	MIT faculty & practitioners		
Deliverables	Guided exercises for your team to complete each module, related to your venture	2-5 hours	Asynchronous, with deadlines
Office hours	MIT Bootcamp coaches answer content and application questions	1 hour	Live, once a week
Peer-review	Provide written feedback on other participants work	1 hour	Asynchronous, with deadlines

Learning Platforms and Tools

These are the platforms and tools we will use during the course.

NovoEd	Course learning management system <ul style="list-style-type: none">Recorded sessions – lectures and workshopsDeliverables and deliverables feedback to/by peersAnnouncements from MIT Bootcamps teamFAQsSupport from MIT Bootcamps (within two working days)
Zoom*	Office Hours
Edge.edX	MIT Bootcamps MOOC modules for prep work
Google Calendar**	The regularly updated schedule of Office Hours and deadlines
Slack (optional)	Connect with other Bootcampers. Not moderated by MIT Bootcamps team

* We recommend you install [Zoom](#) on your computer and/or mobile devices you will be using to access Office Hours.

** We also recommend you [create a Google account](#) (if you do not have one already) for the best possible experience accessing the most up-to-date Course calendar. If you add the Google Course Calendar to a calendar other than Google (Outlook, iCal, etc), you may have to update it manually to receive course Calendar updates.

Schedule

Module 0: Onboarding

Module 0 has different onboarding videos and documents to help you become familiar with NovoEd and the policies, expectations, and prep work for each Module during the course. Please introduce yourself and start interacting with your cohort once you are enrolled into NovoEd.

Pre-Bootcamp

Activities:

- Begin prep work
- Watch Welcome video on NovoEd

Module 1: Entrepreneurial Creativity & Problem Discovery

This module will focus on activities and techniques to discover and validate problems. By reviewing the content and completing the deliverables, you will have a tool set to discover problems worth solving.

Week 1	Week 2
<ul style="list-style-type: none">Prepare: Review MOOCs videosTwo to three recorded sessionsOffice hours <p>Activities</p> <ul style="list-style-type: none">Onboarding Feedback Survey	<ul style="list-style-type: none">Prepare: Review MOOC videosTwo to three recorded sessionsOffice hours <p>Activities</p> <ul style="list-style-type: none">★ Module 1 Deliverable★ Module Feedback Survey

Module 2: Customer Discovery

Your end-users are at the core of your venture and you must understand them profoundly. Learn to identify your core users and further understand their unmet needs - the opportunity to create value for them and your venture.

Week 3	Week 4
<ul style="list-style-type: none">• Prepare: Review Module 2 MOOCs Videos• Two recorded sessions• Office hours <p>Activities</p> <ul style="list-style-type: none">• ★ Module 1 Deliverables peer review	<ul style="list-style-type: none">• Prepare: Review Module 2 MOOCs Videos• Two recorded sessions• Office hours <p>Activities</p> <ul style="list-style-type: none">• ★ Module 2 Deliverables• ★ Module 2 Feedback survey

Module 3: Value & Opportunity

This week you will dive deeper into the problem you want to solve and you will learn and apply methods and techniques to better understand the problem, end user, and the value your solution will need to deliver in order to meet the unmet need and be successful.

Week 5
<ul style="list-style-type: none">• Prepare: Review Module 3 MOOCs videos• Two recorded sessions• Office hours <p>Activities</p> <ul style="list-style-type: none">• ★ Module 2 Deliverables peer review• ★ Module 3 Deliverables• ★ Module 3 Feedback Survey

Module 4: Problem Solving

Finally, we get to building solutions! Superior solutions are built on the foundation of a well-specified problem and opportunity, and deeply understanding your end user and the value your solution needs to deliver to solve their problem. Learn to develop a solution that delivers value AND your end user will use.

Week 6	Week 7
<ul style="list-style-type: none">• Prepare: Review Module 4 MOOCs Videos• Two recorded sessions• Office hours <p>Activities</p> <ul style="list-style-type: none">• ★ Module 3 Deliverables peer review	<ul style="list-style-type: none">• Prepare: Review Module 4 MOOCs Videos• Two recorded sessions• Office hours <p>Activities</p> <ul style="list-style-type: none">• ★ Module 4 Deliverable• ★ Module 4 Feedback Survey

Module 5: Venture Design

This week you will focus on Venture Design: How to identify drivers of value and design a venture for enduring sustainability and value. You'll be introduced to different business models and start to develop a financial model.

Week 8

- Prepare: Review Module 5 MOOCs Videos
- Two recorded sessions
- Office hours

Activities

- ★ Module 4 Deliverables peer review
- ★ Module 5 Team Deliverables
- ★ Module 5 Feedback Survey

Module 6: Pitch

How will you convince others to support your venture? Through inspiration, data and facts? By showing a video, pictures and graphs? Leading up to your pitch, think about what messages you want to communicate and in which manner to show your audience you have found an important problem, a compelling solution, and are the right ones to build a financially sustainable venture around it.

Week 9

- Prepare: Review Module 6 MOOCs Videos
- Office hours

Activities

- ★ Module 5 Deliverables peer review

Week 10

Activities 30-minute final meeting with coach

- ★ Final Presentation Video
- ★ Final Presentation Slide Deck
- ★ Module 6 Feedback Survey
- ★ Module 6 Deliverables peer review
- ★ Final survey

Course Completion Criteria

We will offer a digital Certificate of Completion or other acknowledgment (a "Certificate") for participants who have completed all assignments satisfactorily, including peer-review of other participants deliverables.

Certificates will be issued by and under the name of MIT Bootcamps. The decision whether a Certificate will be awarded to a given student will be solely within our discretion.