



CSE3PPE / CSE5003

Workshop 1

Semester 1 2024

What is this subject about?

**Preparing for work
(CVs & interviews)**

Conflict management

Communication

Start-ups

Business Ethics

Problem solving

Financing start-ups

Pitching ideas

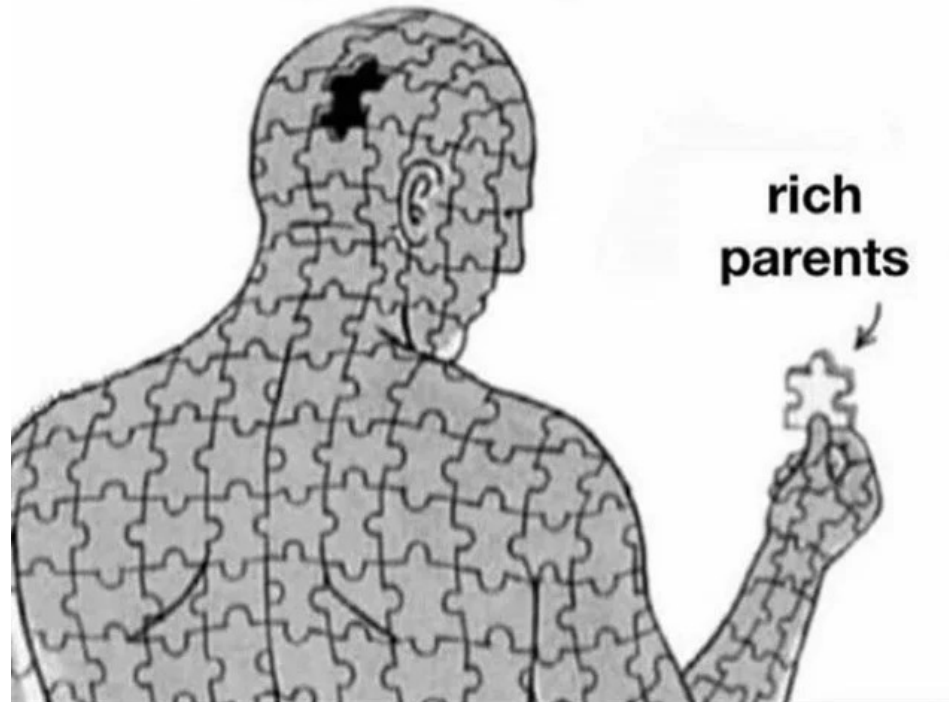
Decision making

**What kind of
employee do I want to
be?**

**How to talk to
potential customers**

We talk a lot about entrepreneurs, but be careful of the hype

Sometimes what an entrepreneur needs is just one piece...



But we will teach you:



- How to explore a problem and turn it into a solution for your customers
- How to develop a start-up business plan
- Strategies for progressing your concept into a start-up
- Practical skills and techniques for navigating industry and workplaces

Semester Schedule

Week/ Session	Learning Activity	Contact hours
1	Introduction to Entrepreneurship	2
2	The role of entrepreneurship and problem solving in business	4
3	Lean Model Canvas; identifying earlyvangelists	4
4	Value propositions, channels, and unfair advantage	4
5	Cost structures and revenue streams	4
6	Financing start-ups and exit strategies	4
7	Semester Break	-
8	An introduction to ethics	4
9	Ethics and I.T.	4
10	CVs and Interviews	4
11	Communication and intercultural communication	4
12	Decision making and conflict management	4

Assessments – CSE5003

Assessment Element	Week/s due	%
Creating a Business Plan and Presenting a Pitch (equivalent to 2000 words/student)	Weeks 4 & 6	45
Ethical Case Study Assignment: Exploring Ethical Dilemmas in Scenarios (Equivalent to 1500 Words)	Week 8	30
Employment Preparation Task: Interview Simulation with CV, Cover Letter, and LinkedIn Profile Enhancement (Equivalent to 1500 Words)	Week 12	25

Assessments – CSE3PPE

Assessment Element	Week/s due	%
Developing a business plan and delivering a pitch (equivalent to 1500 words/student)	Weeks 4 & 6	45
Scenario based ethics case study (equivalent to 1500 words)	Week 8	30
Employment preparation task (equivalent to 1200 words) Resume and Cover letter, Interview questions.	Week 12	25

Introduce yourself

We learn best when we feel comfortable enough to share our ideas and thoughts with each other.

Please tell us about yourself:

- Who are you?
- What are your interests?
- Do you have any ideas for your own business?

and,

- Tell us one thing that may seem small or trivial to others but really annoys you.

We will give you a few minutes to prepare.



Notes on forming groups

- Group work is a major part of this subject.
- You need to form a group of 4 or 5
- The more diverse your group is, the better. Think about different study specialities and interests as well as cultural and gender diversity.
- Utilise the discussion forum on the LMS to seek out group members and exchange contact details.
- Select a team member responsible for communicating with me on behalf of your group. You need to tell me who this person is.
- If you have not formed part of a group by Workshop 2 you may be allocated a group.
- Please email me the names and student numbers of your team members, the nominated person for correspondence and your team name to your tutor before 5 pm **Thursday 16th March 2023**.

Diversity in teams are a good thing

Differences in our backgrounds, life experiences, and the way we think are important resources in teams.

However, for teams to really function well, we need to understand that we are all different, and that we should be open minded about the needs of our team members and the conditions everyone requires to excel.

When you form your teams, spend some time together and ask each other:

- What are your expectations for this class (what do you want to get out of it, what grades are you hoping to get)?
- What are your preferences that enable you to excel in study?
 - Do you work best late at night or early mornings?
 - Do you have to study around work commitments, or children? What times work best for you?
 - Do you naturally leave things to the last minute, or are you super organised? How can you bring these preferences together so the team works well – even with these differences?

MBTI

Let's spend some time looking at our personality differences.

Complete the MBTI personality type indicator quiz:

<https://www.16personalities.com/free-personality-test>

Activity 1: Myers-Briggs Type Indicator - The five personality aspects

Mind

This aspect shows how we interact with our surroundings:



Introverted individuals prefer solitary activities and get exhausted by social interaction. They tend to be quite sensitive to external stimulation (e.g. sound, sight or smell) in general.



Extraverted individuals prefer group activities and get energized by social interaction. They tend to be more enthusiastic and more easily excited than Introverts.

Energy

The second aspect determines how we see the world and process information:



Observant individuals are highly practical, pragmatic and down-to-earth. They tend to have strong habits and focus on what is happening or has already happened.



Intuitive individuals are very imaginative, open-minded and curious. They prefer novelty over stability and focus on hidden meanings and future possibilities.

Nature

This aspect determines how we make decisions and cope with emotions:



Thinking individuals focus on objectivity and rationality, prioritizing logic over emotions. They tend to hide their feelings and see efficiency as more important than cooperation.



Feeling individuals are sensitive and emotionally expressive. They are more empathic and less competitive than Thinking types, and focus on social harmony and cooperation.

Tactics

This aspect reflects our approach to work, planning and decision-making:



Judging individuals are decisive, thorough and highly organized. They value clarity, predictability and closure, preferring structure and planning to spontaneity.



Prospecting individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

Identity

Finally, the Identity aspect underpins all others, showing how confident we are in our abilities and decisions:



Assertive (-A) individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.



Turbulent (-T) individuals are self-conscious and sensitive to stress. They are likely to experience a wide range of emotions and to be success-driven, perfectionistic and eager to improve.

Activity 1: Myers-Briggs Type Indicator - The five personality aspects

1. In groups, discuss your personality attributes and how they can
 - Be used effectively for teamwork
 - Be harnessed for entrepreneurial activity.

Note: we are not bound to always performing in a way that suits our preferences.

Many of us have had to learn skills and habits that may not align with our MBTI personality preferences.

2. Consider what you could work on to help support teamwork or entrepreneurial mindset?

Between now and the next workshop:



Progress forming groups with members of your workshop via the subject LMS discussion forum.



View all lectures available.



Complete the MBTI personality type indicator quiz

Thank you