

# Introductions and Expectations

## **1 Learning Outcomes**

- To learn more about starting and running a business
- Understand what entrepreneuring and enterprise is
- Feel able to be more entrepreneurial yourself
- Create a business idea and test it theoretically
- Be able to produce a sensible, coherent, logical business plan
- To work as “dream teams” in groups to create a business proposition and present a case for funding it (by video).
- Looking at business environment in basic way
- Not getting into groups until the new year
- Find groups from within seminar groups
- Speak to seminar leader if someone not pulling their weight
- Peer review at end of year
- Given reading, reference and video around lectures - expected to do
- Due to early assessment really only have 2 terms

## **2 What you can expect**

### **2.1 The Themes and Sequencing of the Lectures**

#### **2.1.1 This Term**

- Significance of enterprise and entrepreneurship - some of history
- Entrepreneurial Character/Personality
- How to find a good idea
- Looking at business models, providing tools to produce formative assignment in January (Business model canvas)

#### **2.1.2 Next Term**

- Highly Practical
- Marketing
- Looking at how business thought processes work

#### **2.1.3 Guest Lecturers**

- Entrepreneurs come and visit

#### **2.1.4 Lecture Slides**

- Not too much on slides, lots spoken

#### **2.1.5 Lecture Capture**

Can find on DUO later

## **3 The Seminars**

### **3.1 The Themes**

- In theme with lecture
- Start in 2 weeks, dates allocated
- Content in seminar lead into in lecture
- 8 themes, 2 of which highly practical
- One seminar pitching to produce a team
- Finances onto spreadsheets etc
- Become more familiar with excel

## **4 Resources**

- Either in library or online

### **4.1 Databases**

- Access from library

### **4.2 Other key resources**

- Business Model Generation - Very good, follow well
- New Venture Creation 2nd edition - I have 1st
- Shelfmark 658 - all useful
- Inge Hill - Start up
- Bear in mind all use different models
- Effectual Entrepreneurship - whole lecture around

## **5 How to Fully Engage**

### **5.1 DUO**

- Check for extra curricular stuff

## **6 Other Information**

- Startgrid Accelerator - Experts help with business
- Dragons den
- Blueprint competition

## **7 Post Lecture Activity**

- Check over lecture on DUO

## **8 Next Week and Pre-Reading**

- Check on DUO lecture slides
- Green - Accessible to red - not accessible