

Business and Entrepreneurship - for students who are 16-17 years old

Course introduction

Course objectives

- To understand the path that must be taken to become an entrepreneur
- To appreciate the fundamental principles that make a successful business
- To evaluate the purpose of business - profit vs purpose
- To gain theoretical knowledge and practical tools that can be applied to a wide range of context and case studies

Each topic will include a mixture of didactic or learning-assisted content (video, text, powerpoint) and self-directed learning activities to complete.

Topic titles

1. What is business and entrepreneurship?
2. How do I build a business?
3. How do I build a market?
4. Launching my business.

Independent project work

This piece of work will combine all of the content covered in the course. Information covered during independent study, webinars and tutorials has been designed to help students achieve solid theoretical background knowledge coupled with data analysis and presentation skills.

As you work through this course, we would like you to put together a basic business plan / pitch deck synthesizing your business idea in such a fashion that allows you to present your business idea to people who might be interested in it. The idea should be compelling and viable, and the deck structured so that you can organize your thoughts and your idea in a logic and sequential order.