

Business & Entrepreneurship

Example 10 hr bespoke programme for a pre-degree student

Module 1: Thinking like an entrepreneur

- ▶ Innovation and strategy, including the Boston Consultancy Group Matrix
- ▶ Sustainability considerations in innovation
- ▶ Scientific vs. entrepreneurial method, understanding the benefits of each

Pre-tutorial preparation—independent learning to help you get ahead

1. Read and summarise the key insights from [Disruptive Entrepreneurs](#).
2. Innovation involves experimenting. It is a costly process, which frequently leads to waste. Do you agree or disagree? Research and prepare a 5 min presentation on your view.
3. Business vocabulary building (e.g. start-up, lean, opportunity, risk, USP, niche business)

Formal submission—your tutor will give written feedback on each submission

“The current technological revolution is damaging to people’s lives. It replaces humans with robots, and contributes to the loss of jobs.” Do you agree or disagree? 1500 words.

Module 2: How companies put theory into practice

- ▶ Effectuation theory in practice, an academic exploration of entrepreneurial thinking
- ▶ Marketing management, an introduction to key marketing theory
- ▶ Management consultancy, applying theories to advise companies

Pre-tutorial preparation

1. Watch [Sara Sarasvathy’s TEDx talk](#) on effectuation
2. Carry out an online mystery shopping exercise ready for analysis in the next session

Formal submission

Select three companies and explain how they have managed to achieve a competitive advantage based on differentiating their services or products. 1500 words

Module 3: Building your own business

- ▶ Business models and business plans, including advantages and disadvantages for both
- ▶ Sustainable business model case studies, taking inspiration from existing companies
- ▶ Creating a business model canvas, using Alexander Osterwalder’s model

Pre-tutorial preparation

1. Come up with a sustainable business you would like to create
2. Research a company that has become more sustainable whilst maintaining profitability
3. First draft of your business model

Formal submission

Complete your planned business model and analyse its viability