Entrepreneurship & Enterprise
for Design Professionals

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What are your skills?

What are your shortfalls?

What don’t you know?

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Skills

Creative?

Professional?

Deadlines?

People skills?

Anything else?

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Shortfalls

Experience?

Confidence?

Pricing?

Motivation?

Anything else?

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What don't you know?

Or, to put it another way, what would you like to know?

Hopefully this module will go some way to answering your questions.

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What will we be covering during this module?

Intellectual Property – one of the most valuable things you will own.

Business Planning – where do you start?

Market research – who are your potential customers?

Convince the audience – your concept – Funding and cash flow.

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What will we be covering during this module?

Working in your respective industries – Industry speakers will give you an insight.

Self Promotion – marketing yourself.

Networking and building contacts.

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What will we be covering during this module?

And your contribution is valuable – if you have a question – ask it!

Any questions? ☺

I have a question for you

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What will we be covering during this module?

Do you all want a successful career in your chosen industries?

Whatever career you want to pursue, one thing remains constant – it is a business!

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What is assessed in the module?

You will be working in small groups to research and develop a business idea.

This idea can be linked to your chosen industry, or something else – that is for you to decide as a group.

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What is assessed in the module?

You will be encouraged to work in mixed groups, with students from other courses!

Why do you think we want you to do that?

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What do you want to get out of this module?

The module is designed to help you in your careers after university.

You may not want to run your own business – but the lessons learnt here will be relevant wherever your careers lead you!

And your contribution is valuable – if you have a question – ask it!

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So let’s get into groups!