

ENTREPRENEURSHIP - LCBB5001 - WEEKLY SCHEDULE

Week No.	Lecture Topic	Seminar
Week 1 Commencing 13/06/22	Introduction • Attendance • Explain the module assessment • Advise on information sources and textbook availability <i>Topic 1: Introduction to Entrepreneurship</i>	Entrepreneurship case study
Week 2 Commencing 20/06/22	<i>Topic 1: Recognizing Opportunities and Generating Ideas</i>	Recognising opportunities case study
Week 3 Commencing 27/06/22	<i>Topic 1: Feasibility Analysis</i>	Feasibility case study
Week 4 Commencing 04/07/22	<i>Topic 1: Developing an Effective Business Model</i>	Business model case study Assessment 1 workshop
Week 5 Commencing 11/07/22	<i>Topic 1: Industry Analysis</i> <i>Topic 2: Writing a Business Plan</i>	Industry Analysis and writing a business plan seminar
Week 6 Commencing 18/07/22	<i>Topic 1: Assessing a New Venture's Financial Strength and Viability</i> <i>Topic 2: Building a New-Venture Team</i>	
Week 7 Commencing 25/07/22	<i>Topic 1: Getting Financing or Funding</i> <i>Topic 2: Unique Marketing Issues</i> ASSESSMENT WEEK: Submit Assessment 1 via Turnitin on Moodle Date: 29th July 2022 (TBC)	Financing and marketing Case study
Week 8 Commencing 01/08/22	<i>Topic 1: The Importance of Intellectual Property</i> <i>Topic 2: Competitor Analysis</i>	Intellectual property case study Assessment 2 workshop

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Week 9 Commencing 08/08/22	<i>Topic 1: Strategies for Firm Growth</i>	Growth case study
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Week 10 Commencing 15/08/22	Revision week – General revision and Assessment support	Revision and Assessment Support
Assessment week Commencing 22/08/22	ASSESSMENT WEEK: Submit Assessment 2 via Turnitin on Moodle Date: TBC	No classes

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