

ENTREPRENEURSHIP - LCBB5001 - WEEKLY SCHEDULE

Week No.	Lecture Topic	Seminar / Activity
Week 1 Commencing 10/10/2022	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 17/10/2022	<i>Topic 1: Recognizing Opportunities and Generating Ideas</i>	Recognising opportunities case study and class discussion
Week 3 Commencing 24/10/2022	<i>Topic 1: Feasibility Analysis</i>	Feasibility case study
Week 4 Commencing 31/10/2022	<i>Topic 1: Developing an Effective Business Model</i>	Business model case study
Week 5 Commencing 07/11/2022	<i>Topic 1: Industry Analysis</i> <i>Topic 2: Writing a Business Plan</i>	Assignment 1 Workshop Guest Lecturer – Emma Anderson
Week 6 Commencing 14/11/2022	<i>Topic 1: Assessing a New Venture's Financial Strength and Viability</i> <i>Topic 2: Building a New-Venture Team</i>	Assessment 1 Support
Week 7 Commencing 21/11/2022	<i>Topic 1: Getting Financing or Funding</i> <i>Topic 2: Unique Marketing Issues</i> ASSESSMENT WEEK: Submit Assessment 1 via Turnitin on Moodle	Financing and marketing Case study

Week 8 Commencing 28/11/2022	<i>Topic 1: The Importance of Intellectual Property</i> <i>Topic 2: Competitor Analysis</i>	Intellectual property case study
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Week 9 Commencing 05/12/2022	<i>Topic 1: Strategies for Firm Growth</i>	Growth case study Assessment 2 workshop
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Week 10 Commencing 12/12/2022	Revision week – General revision and Assessment support	Revision and Assessment Support
Week 11 Commencing 19/12/2022	Reading Week	No Classes
Week 12 Commencing 26/12/2022	Reading Week	No Classes
Week 13 02/01/2023	Assessment 2 Submission Week Via Moodle Business Plan	No Classes

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