

Programme Outline – BMS4003

The general outline for the lecture/seminar programme (*Subject to change: please refer to Moodle*) is as follows:

Week Commencing	Teaching Week	Lecture programme:	Activities
Tue 4 Oct 22	Week 1	Introduction to the module & assessment Principles of sustainability	Introduction Group formation
Tue 11 Oct 22	Week 2	The Entrepreneur – An Overview SME, Entrepreneur & Entrepreneurship Motivation & Business Analysis Opportunity Recognition	Visit to a local sustainable business.
Tue 18 Oct 22	Week 3	Creativity and Innovation The Entrepreneurship process New Venture Creation and 5 pillars of feasibility Investment considerations and valuations and an introduction to risk	Review your own business idea and reflect on its uniqueness and the extend of creativity and sustainability in the products/services you will provide. Presentation skills Use of analytical tools including: SWOT, PESTEL, Ansoff's Matrix, Porter's 5 forces. Review your business idea against the 5 pillars of feasibility Consider the strategies you will use to grow your own business and the rationale for your choice. To be presented the following week
Tue 25 Oct 22	Week 4	Presentation and Feedback Elevator Pitch Presentations / Feedback and further tutorials to support assessment	