

Managing Enterprise In the 21st Century (BMSW4006)

Links To Instructional Videos and Suggested Reading

Identify Your Competitors (Reading)

<https://www.infoentrepreneurs.org/en/guides/understand-your-competitors/>

How To write a Business Plan

<https://www.youtube.com/watch?v=ZEMbKzy7FD8&t=71s>

Start-up a Market Research

<https://www.youtube.com/watch?v=FgwJbE1wIzk>

Marketing Research

<https://www.youtube.com/watch?v=Hz9ACcr3mFE>

Vision, Mission and Values

<https://www.youtube.com/watch?v=VWLf6IVDjSs>

Mission Statement vs. Vision Statement (Reading)

<https://sprigghr.com/blog/alignment-direction/the-difference-between-mission-and-vision-statements/>

Best Practice Tips for Creating Key Performance

<https://www.youtube.com/watch?v=91SKwBX419k>

7 Steps to Successful Strategy and Implementation

<https://www.youtube.com/watch?v=LkesApAMSQk>

Quality Assurance

https://www.youtube.com/watch?v=0hzqHwu1i_I

Financial Markets

https://www.youtube.com/watch?v=P_bqDgkZmuY

What is Operation Management?

<https://www.youtube.com/watch?v=nG5-52a5lRo>

How to promote innovation in the workplace

<https://www.youtube.com/watch?v=Vrqbde3mSOE>