BS0806: Entrepreneurship Business Plan Competition

MODULE AIMS

Entrepreneurship is the process of identifying, developing and exploiting a new commercial or social opportunity. Indeed this course welcomes those interested in both commercial and social enterprise. An entrepreneur organizes, manages, and assumes the risks of an enterprise. In order to do this, an entrepreneur must understand and predict a market and the complex interaction of its constituents over time, estimate demand for their goods or services, and assess risks and returns. A business plan summarizes this understanding. It is the crucial document that allows an entrepreneur to articulate the opportunity and marshal the resources they will need to secure a successful outcome for their new venture.

But to turn a vision into a plan of action that delivers results, an entrepreneur needs to be versatile, resilient, driven and committed. IQ and EQ play equal roles in the path to success, and the business plan competition will allow students to experience the entrepreneurial journey by gaining a deep insight into the technical elements of a business plan, whilst working effectively as teams to simulate the collaborative imperative of value creation.

Working in teams, you will be guided through the challenging entrepreneurial journey from idea creation, to concept development and validation, climaxing in the creation of a business plan which will aim to compel and capture an audience of experienced entrepreneurs. Students will attend guest lectures from sector experts and receive feedback on their ideas from industry leaders. Although grounded in theory, the focus of the module is highly practical and class participation is actively encouraged. No prior knowledge of the subject is required but students should be interested in the creation of wealth and the commercialisation of technology.

MODULE STRUCTURE

1. Module Introduction and Identifying and Validating Opportunities for Enterprise
3. Marketing Strategy I: Product and Value Proposition
4. Soft Launch Workshop
5. Prototyping and Protection
6. Marketing Strategy II: Price, Place, People and Promotion
7. Operations & Financial Planning
8. Valuation, Sources of Capital and Ownership Structures
9. Bringing the plan together & communicating with impact
10. Pitch & Plan Review Workshop
11. **Business Challenge / Presentations** (to be scheduled in Feb)

The module comprises ten two-hour sessions. Each session may consist of a lecture followed by a class discussion of a related case study, a practical exercise, or a presentation by a visiting speaker. The essence of the workshops on specific dates is on applying tested theory to practical business situations and preparing the business plan.

The combination of practical and academic classes enables students to rapidly develop entrepreneurship skills – the ability to recognize, pursue and exploit opportunities regardless of the resources which they currently control. Working with peers allows you to proceed quickly but carefully with ideas, build self-confidence and tap into fellow students’ diverse skillsets.

It is important that you come to class and be prepared to participate.

**READINGS**


The above will be complemented by various theme-specific readings. A detailed breakdown of the readings for each session will be provided on the Hub.

**ASSESSMENT**

Students will be assembled into groups. Each student's final grade will be determined as follows:

**70% - Group Assessment:**

50% - Business plan (5,000 word limit). Assessment will be based on three criteria: Structure & clarity; analytical rigour; and effort & execution. It is important that all group members work together to develop the business plan.

20% - Presentation: 10 minute ‘pitch’ (date to be advised). See details in the section below.

**30% - Individual assessment:**

One-hour examination on all aspects of the module (MCQ – date to be advised)