

Unit Manager: Nasserkhan Jamalkhan

Unit BREO link: Click [LINK](#)

Unit Code and Title: MAR015-6

Business school 1					
Date	Activity type and summary	Online/face to face	How long should students spend on this?	Additional Content Resources	Additional Technology Resources
Business school 1 19/02/21	<p>Lecture Introduction to the Unit:</p> <p>In BREO refer to pdf in: Your Study Programme, Business School 1 Slides:</p> <p>First Session: Overview of Course.pdf LINK</p> <p>And Introduction to Entrepreneurial Character Traits.pdf LINK</p> <p>Finding a business idea. Click LINK</p> <p>Getting ready for assessment one</p>	<p>Online session</p> <p>The slides and additional materials are already set up on the BREO shell. Students have access to all the teaching materials.</p>	1h.30	<p>Discussion on course outline and both assessments.</p> <p>Characteristics of an entrepreneur.</p>	<p>In - class discussion and answering questions on assessments.</p> <p>Read Steve Jobs case study</p> <p>Click LINK</p> <p>Complete the GET test: Click LINK</p> <p>Reading to cover: - <i>New Venture Creation 2 (NVC2)</i>: chapters 1, 2, 3</p> <p>Engagement in online discussion board</p>
Business school 1 20/02/21	<p>Application and case study discussions in relation to entrepreneurial traits.</p>	Face-to-face session	2h.30	<p>GET test for discussions. Steve jobs case analysis via entrepreneurial characteristics.</p>	<p>Complete AULIVE test</p> <p>Click LINK</p> <p>Engagement in online discussion board</p>

Business school 2					
Date	Activity type and summary	Online/face to face	How long should students spend on this?	Additional Content Resources	Additional Technology Resources
Business school 2 26/03/21	Lecture: Business plan Writing an effective business plan Elements of the plan Market segments and value proposition Launch strategy	Online lecture Interactive session covering the elements of writing a business plan. Available on breo	1h.30	1. What is a business plan 2. What are the reasons for the plan. 3. A good/bad plan 4.Examining the elements go into the plan. 5. STP analysis	Read EasyJet and Lush case study Click LINK Click LINK Click LINK Reading to cover:- NVC2: chapters 4, 5, 6, 7 Engagement in online discussion board
Business school 2 27/03/21	Discovery skills - input regarding the business plan. Case studies for analysis Lush and EasyJet Click LINK	How to identify your market opportunity. Students should prepare having read both case studies in order to apply the concepts learnt during the Friday business school.	2h.30	Interactive sessions- Q&A session	Engagement in online discussion board Background reading Click LINK

Business School 3					
Date	Activity type and summary	Online/face to face	How long should students spend on this?	Additional Content Resources	Additional Technology Resources
Business school 3. 16/04/21	Marketing plan and growth strategy	<p>Online interactive lecture covering the marketing plan - input into the business plan for assessment two.</p> <p>Students will have the opportunity to learn the marketing mix, growth strategies.</p> <p>Models/frameworks that can be used to provide the plan</p>	1hr 30	Interactive session - Q&A	<p>Read Crocs case study</p> <p>Reading - NVC2: chapters 8, 10, 12</p> <p>Engagement in discussion board</p>
Business school 3 17/04/21	Operational plan. Risk and Mitigation.	<p>Face to face session</p> <p>Operational aspect of the business plan .</p> <p>Discussion of the Crocs case study to drive home the</p>	2h 30	Case study Video	Engagement in discussion board

		concepts			
Business School 4					
Date	Activity type and summary	Online/face to face	How long should students spend on this?	Additional Content Resources	Additional Technology Resources
Business school 4 07/05/21	Financial Analysis - Balance sheet, Income statement, cashflow analysis, financial ratios and breakeven analysis	On line lecture combined with workshop activities on the financial components of the business plan	1h.30	Short exercises for student practice on financial statements	Read case study; Steve Jobs Apple 2 for next contact. NVC2: chapters 11, 14 Engagement in discussion board
Business school 4 08/05/21	Managing and Leading a business The team Analysis of case study - Steve Jobs Apple 2	Face to face. Application of concepts to the Oman environment The entrepreneurial ecosystem in Oman.	2h 30	Practical discussions and student experiences on government projects to encourage entrepreneurs. Banking perspectives and funding agencies. Information to fully equip prospective entrepreneurs for a bright future	Q&A session Engagement in discussion board