

Business School

Unit: Entrepreneurship and Small Business Oman: MAR015-6

Business School One

Business School One session outlines provide information about what and how you will be able to study your unit flexibly as we continue to work together throughout the pandemic.

The intention is that you have an outline for each business school, with relevant links to the resources and spaces provided within BREO to help you navigate your way through the various resources, activities and tutor led sessions that are made available to you.


It is important that you fully engage with the range of activities that your tutor has prepared and curated for you. Some of these activities have been designed for you to complete prior to any sessions with your tutor so please ensure you are prepared in order to get the most out of your learning experience

Unit Details


Unit Coordinator	John Coombes
Unit tutors this week (by tutor group)	Nasserkhan Jamalkhan, Armstrong Jeyakumar
BREO Link to Unit Schedule	Click LINK

Session Title

Session Title: Introduction

<p>Session Purpose</p> 	<p>The purpose of this session is to:</p> <ul style="list-style-type: none"> Give you an introduction to the course Help you explore the concept and practice of working with entrepreneurial traits and how they impact entrepreneurship
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Session Timings

<p>Time requirement</p> 	<p>You should spend the following amount of time completing Unit work this week:</p> <p>Tutor directed - Non live activities: 3 hours</p> <p>Tutor directed - Live sessions: 4 hours</p> <p>Independent study: ~10 hours</p>	
<p>Live sessions</p>	<p>You should be attending your sessions in BREO Collaborate at the following times in Oman:</p>	
	<p>Friday 19th February 2021</p>	<p>16:00-17:30</p>
	<p>Saturday 20th February 2021</p>	<p>09:00-12:00 13:00-16:00</p>




Step 1 - Read the Session Learning Outcomes

1. To understand the requirements for Assessment one and two.
2. To analyse the character traits of entrepreneurs and to identify those that are relevant to you.
3. To understand and be able to create or spot a business idea/opportunity to use in the business plan



Step 2 - Engage in the learning materials that have been made available

Please use the hyperlinks below to find and then read, listen or watch the resources and materials that have been made available to you. You will need to have engaged in these resources before you reach the interactive activities in Step 4. It is important you look at what is expected of you and ensure you completed this important pre work.

<p>Start finding resources here</p> 	<p>Click on the hyperlink(s) to find the resources you need for the session:</p> <ul style="list-style-type: none"> • Introduction to the course: Click LINK • Apple Case Study: Click LINK
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Step 3 - Reflect on how the materials and session learning outcomes contribute to your Unit assessment

In the table below we have outlined how this session contributes to your assessment preparation. Please review these carefully and consider how you might ensure you make the most of this period to prepare.

	Learning outcomes	Relevance to the session
	LO1: To demonstrate the knowledge and understanding of the entrepreneurial traits required for entrepreneurial intention, purpose and execution.	Students will be exposed in teaching and practical application to recognise their own entrepreneurial traits in preparation for assessment one.
	LO2: To research, consider and reflect on how to create, identify or spot a business idea and/or opportunity.	Students will be able to understand and apply the concept of idea generation to developing creative insights in finding an original business idea to prepare for assessment two.



Step 4 - Your interactive learning activities

This part of the session is where you will be active and working with others both live online and collaborating in your own time. You will also have individual tasks to complete which will need to be completed in order for you to contribute to both live and non-live tutor and peer activities. It really is critical that you see all activities combined as integral to your interactive learning experience.

Your tutors will be closely monitoring to ensure you have the support you need at this time.



Activity 1 - Completing the GET TEST

Instructions for the activity	Complete the Get Test
Live or own time?	Live 19 th February 2021
Time needed to complete:	10-15 minutes
Deadline	19 th February 2021
Link to BREO for completing the activity	Complete the GET test: Click LINK Reflect on test results. What entrepreneurial traits are exhibited? Results of test must be used to support assessment one.



Activity 2 - Videos Study on Creativity.

Instructions for the activity	Take note
Live or own time?	Live
Time needed to complete:	15 Minutes
Deadline	
Link to BREO for completing the activity	<p>Where good ideas come from, video by Steve Johnson</p> <p>Click LINK</p> <p>How to spot disruptive technologies</p> <p>Click LINK</p> <p>These videos will help in idea stimulation.</p>



Activity 3 - Case Analysis: Steve Jobs

Instructions for the activity	Read the Steve Jobs case study and AULIVE test
Live or own time?	Own Time
Time needed to complete:	2 Hour
Deadline	20 February 2021
Link to BREO for completing the activity	<p>Read Steve Jobs case study</p> <p>Click LINK</p> <p>Complete AULIVE test</p> <p>Click LINK</p> <p>Answer all the questions. All entrepreneurial qualities here should be identified with supporting evidence.</p>

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Step 5 - Summary and Signposting towards School Two and assignment

Announcement to confirm requirements?	Check the first assignment brief and start working on it
Reminder announcement as Business School Two Approaches	Review and reflect on the characteristics and traits of an entrepreneur and those that are evident in you. What are the gaps? Begin to research into what can be done to bridge the gap.
Final tasks for you	Read about planning, what is a business plan and where does the marketing plan fit.