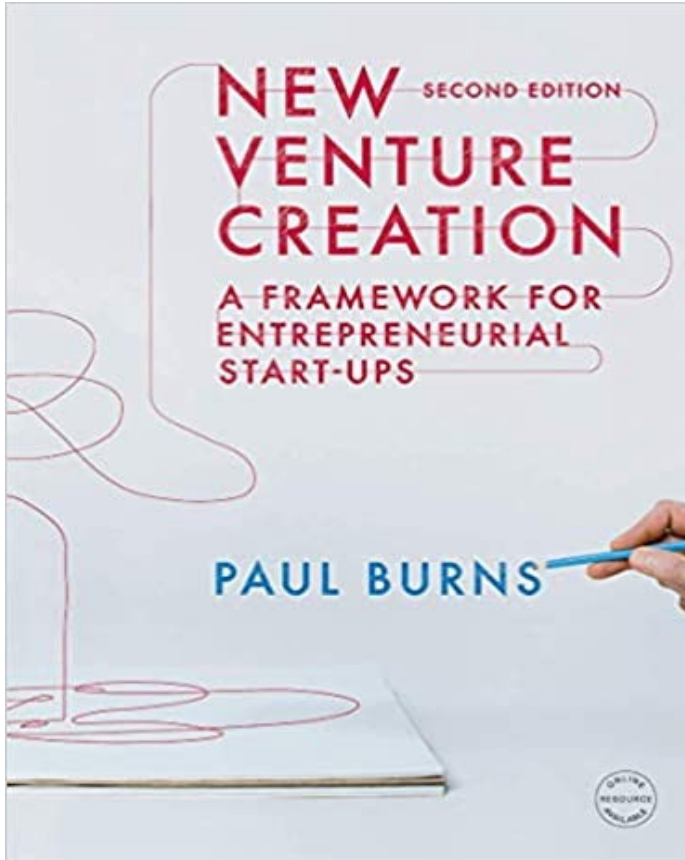


# Entrepreneurship - Business School (1)

Created by

**Nasserkhan Jamalkhan**

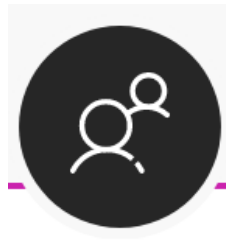
## Textbook for the Unit



- New Venture Creation: *A guide to entrepreneurial start-ups (2<sup>nd</sup> edition)*, Paul Burns.
- It can be purchased online direct from the publisher at [macmillanihe.com](http://macmillanihe.com): [LINK](#)
- It can also be purchased from Amazon [LINK](#):

# Aims of the Unit

- Reflect on Character
    - To recognise whether you have entrepreneurial character traits,
    - and reflect on the implications for you and your career.
  - Build Business Understanding
    - To understand what is needed to launch and grow a successful business.
  - To formulate an idea for a new venture.
  - To draw up a business plan for this new venture.
-



- The BREO system will provide:
  - Information Update:
    - Administrative announcements and information, such as:
      - when to hand in your assignments
      - details concerning assessments
      - marks and feedback
  - Additional learning materials:
    - such as video-based talks, examples, cases, etc.
  - A means of communication
    - with your tutor and with other students through a discussion board.
-

# There are two Assessments

- There are two assessments.
    - You will be advised of hand-in dates.
  - **Assessment 1: Entrepreneurial self-analysis**
    - Weighting: 25%
  - **Assessment 2: Business Plan**
    - Weighting 75%
-

## Assessment 1

### Reflective Self Analysis



Do the GET test at  
Get2Test.net



### Purpose:

To get you to use the academic skills learned at Business School (1)

To see if you have the traits or characteristics of an entrepreneur, and to reflect on the implications of this



Bring the results to the Saturday session (tomorrow)

# Assessment (1)

- A reflective self-analysis.
    - Task for Today: Complete the GET test at: Get2test.net: [LINK](#).
  - Bring it with you to the Business school tomorrow
    - Scheduled date: 20th Saturday.
  - Purpose:
    - To get you to use the academic skills learned at Business School (1)
    - To see if you have the traits/characteristics of an entrepreneur, and to reflect on the implications of this.
-

# Assessment (1) (The Write-up)

- 1000 word limit
- Reflective in nature:
  - The aim is for you to thoroughly analyse and reflect on the results of your GET test.... to see if you have the characteristics on an entrepreneur.
- You need to be critical in your analysis.
- Being critical?
  - This means seeing the issues from different perspectives and presenting a balanced view.
- Use your interpretation:
  - It is okay if you do not fully agree with your results. Just make sure you explain why.





# Assessment 1 Cont'd

- Provide Evidence:
    - You need to provide evidence to support/contradict your GET test results as well.
  - These can include:
    - The AULIVE creativity test
    - Examples from your own career
    - Previous results submitted on MBA assessments
-

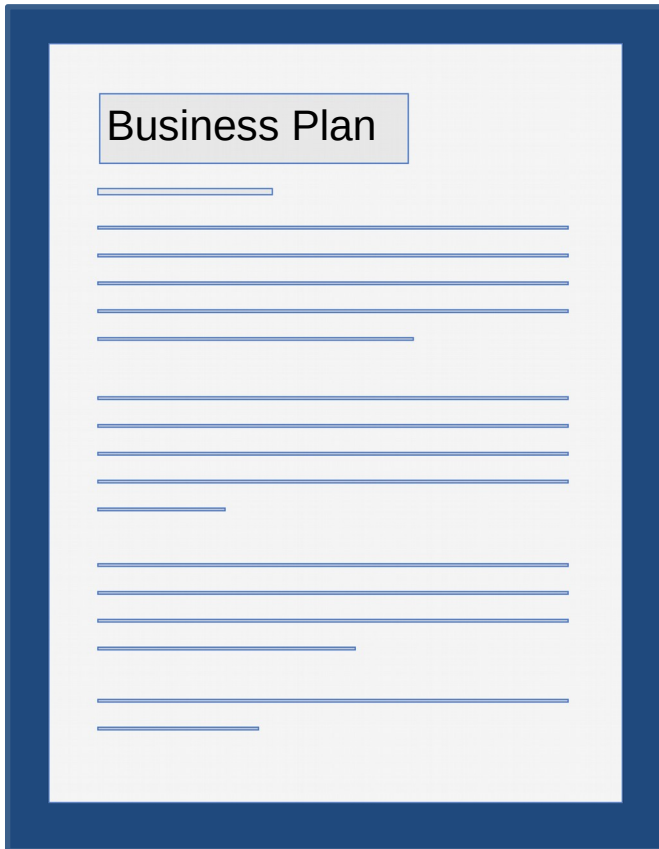
## Assessment 1 Cont'd

- Your Antecedent Influences
  - You need to have a dedicated section to discuss your antecedent influences as well.
  - These are the aspects of your life that influence your entrepreneurial characteristics
  - E.g. Your education, your family background, your previous work experience etc.
  - Talk about how these affected you.
  - Keep the Section Separate
  - Your section on antecedent influences, and the examples from your career that you use to support your GET results are two **separate** things. Do not try and kill two birds with one stone!
  - Be Conclusive:
  - Finally, you need to reflect on and draw conclusions about your character traits. It is important to consider the potential future implications your GET results may have.
  - Make sure that you present your work as a report.
-

# Assessment 1 Cont'd – Regarding Referencing

- Keep it Original
    - Please do not include work that has been submitted for previous assessments.
  - Provide Citations
    - Citations and references using the Harvard Referencing Model.
  - Reference your Sources
    - You should reference all information taken from other sources, including all statistics and graphs.
  - This is an academic piece of work.
-

## Assessment 2: Business Plan



3000 Words Max

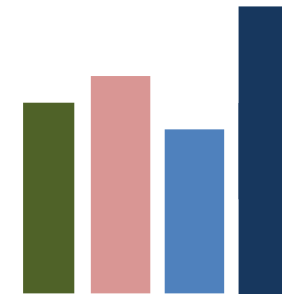
Real or imaginary business

Original

Innovative

Specific format  
(from the book)

Gives you the  
competitive  
edge



## Assessment 2 - Preparation of a Business Plan

- You are required to write a business plan (3000 word limit).
    - This can be a real or imaginary business
    - Start thinking about the idea - Make it original
  - Be innovative
    - Remember innovation is usually incremental.
  - Make sure you have a clear competitive edge
  - Format:
    - A specimen format is provided in the core textbook.
  - You will be required to use frameworks/models in the plan
-

# What is a business plan?

- **A Formal document**
  - Detailing the future of the proposed company.
  - Usually described as a roadmap.
  - Sets out goals of the business.
  - Document explains how you plan to achieve them
-

## Reasons for the Plan

- Why is a business plan useful?
    - To raise funds for the business.
    - To keep you focused on the planned agenda of the business.
    - To keep you within the planned agenda set for the business.
  - Make sure you keep these in mind while writing the plan!
    - We will discuss more on this in subsequent classes.
-

# Questions?

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## Please remember to:

- Complete The GET test and bring it in to the second day of the business school.
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## References

Burns, P. (2018) *New Venture Creation: A guide to entrepreneurial start-ups (2nd edition)*,

## Links (URLs)

New Venture Creation book, link to publisher:

<https://www.macmillanihe.com/page/detail/new-venture-creation-paul-burns/?sf1=barcode&st1=9781352000504>

New Venture Creation book, Amazon.com link:

<https://www.amazon.com/New-Venture-Creation-Framework-Entrepreneurial/dp/1352000504/>

Get2test.net <http://www.get2test.net/>

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