

Undergraduate SUMMER SCHOOL

Session One: 27 June– 15 July 2016

Session Two: 18 July–5 August 2016



Entrepreneurship: Example Timetable

	Day One	Day Two	Day Three	Day Four
Week One	<p>Welcome and introduction to Undergraduate programme</p> <p>Group Exercise</p> <p>Lecture: Introduction to module</p> <p>Assignment Discussion</p>	<p>Learning Review</p> <p>Lecture One: Entrepreneurial Mind-Set</p> <p>Lecture Two: SMART Thinking</p> <p>Assignment Workshop</p>	<p>London Classroom Walk</p> <p>Learning Review</p> <p>Lecture: Working in Entrepreneurial Teams</p> <p>Lecture Two: SMART Thinking</p> <p>Assignment Workshop</p>	<p>Study Skills (Maughan Library)</p> <p>Learning Review</p> <p>Lecture One: Interpersonal and Cross-Cultural Communication Skills</p> <p>Lecture Two: SMART Thinking</p> <p>Assignment Workshop</p>
Week Two	<p>Learning Review</p> <p>Lecture One: Introduction to Idea Generation</p> <p>Lecture Two: Idea Evaluation and The International Business Environment</p> <p>Assignment Workshop</p>	<p>Learning Review</p> <p>Lecture One: Creativity vs. Innovation</p> <p>Lecture Two: What is a market and Understanding the International Market</p> <p>Assignment Workshop</p>	<p>Learning Review</p> <p>Lecture One: The International Marketing Mix</p> <p>Lecture Two: International Business Models</p> <p>Assignment Workshop</p>	<p>Learning Review</p> <p>Group Presentations</p> <p>External Visit</p>
Week Three	<p>Lecture One: Vision, Missions, Aims</p> <p>Lecture Two: Intellectual Property Rights</p> <p>Assignment Workshop</p>	<p>Lecture One: International Competition</p> <p>Lecture Two: The Project Life Cycle and Resources</p> <p>Assignment Workshop</p>	<p>Lecture One: Business Proposal</p> <p>Lecture Two: Strategy</p> <p>Assignment Workshop</p>	<p>Presentations</p> <p>Course Evaluation</p>

NB. This is an example timetable from 2015 so content and timings are subject to change.

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(Based on 2015 Summer School)

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