

Starting a Business 1 : Vision and Opportunity

	About the week	Activity One	Activity Two	Summary
Week 1	<p>Vision and opportunity</p> <ul style="list-style-type: none"> • Welcome to the course 	<p>Theory</p> <ul style="list-style-type: none"> • The entrepreneurial cycle • Discovering or creating opportunities • Great businesses in your locality 	<p>Case study</p> <ul style="list-style-type: none"> • Emma's business challenge • The advisers' view • What would you recommend? • Emma's decision 	<p>Summary</p> <ul style="list-style-type: none"> • Introducing the University of Leeds • Preparing for next week
Week 2	<p>Realising your vision</p> <ul style="list-style-type: none"> • The week ahead 	<p>Your turn</p> <ul style="list-style-type: none"> • Opportunity business model • Starting a business challenge 	<p>Your business plan</p> <ul style="list-style-type: none"> • Your business plan 	<p>What next?</p> <ul style="list-style-type: none"> • Assess your learning • Next steps