### Scheme of Work

**COURSE: ABE Level 4 Introduction to Entrepreneurship**

| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx.****Duration** | **Session Plan** | **Resource** | **Formative Activity** |
| --- | --- | --- | --- | --- | --- | --- |
|  | Introduction to session & learning outcomes | Introduction to course, expectations of business plan & pitch, and examination standards.  | 8 hours | Session 1 | 4UIE Tutor Presentation E1 | Activities 1-9 |
| Element 1LO 1 1.1 | Understanding enterprise, entrepreneurship, social enterprise, intrapreneurship and innovation | Basic terminology of enterprise |
| Not-for-profit organisations including social enterprises |
| Enterprise and intrapreneurship |
| Benefit of enterprise to the economy - focus on local economies |
| Innovation and the 7 Sources of Innovation |
| Viewing TED Talk film – Why businesses succeed (7 mins playing time) |
| Applying techniques learnt to development of business plan |
| Element 1LO 1 1.2 | The characteristics of micro, small and medium-sized businesses | SMEs- Definitions | 8 hours | Session 2 |
| The local SME markets |
| Key facts of differently sized businesses |
| Internal structures in business |
| Stakeholders and the Mendelow matrix |
| Element 1LO 1 1.3 | Discuss business models that an enterprise can use | Trade and traditional forms of business model and how this affects the enterprise. |
| Element 1LO 1 1.4 | Discuss types and process of innovations | Building on session 1, looking at Schumpeter and innovation (using further case studies) |
| Element 1LO 1 1.5 | Creating an enterprise culture | Creativity and ideas within business |
| Creativity through intrapreneurship |
| Applying techniques learnt to development of business plan |
|  |  |  |  |  |  |  |
|  | Introduction to session & learning outcomes | Introduction to session  | 12 hours | Session 3 | 4UIE Tutor Presentation E2 | Activities 1-6 |
| Element 2LO 2 2.1 | The personal qualities required when starting a business | Characteristics required |
| Using examples of 2 well known entrepreneurs |
| Emotional Intelligence and Intelligence Quotient (including class debate) |
| Element 2LO 2 2.3 | The motives for starting a business | Push-pull motives |
| The 7-step model including community, family and lifestyle needs |
| Element 2LO 2 2.2 | The common mistakes entrepreneurs make in the first year | Common mistakes-DelegationBurdenForecastingCapitalSupport |
| Focus on working capital and barriers to entry. |
| Element 2LO 2 2.4 | The growth and exit strategies in an enterprise | Growth strategies of an enterprise |
| Classic model of growth vs growth in an enterprise |
| Need for exit strategies |
| Training needs as a business grows |
| Succession planning |
| Applying techniques learnt to development of business plan |
|  |  |  |  |  |  |  |
|  | Introduction to session & learning outcomes | Introduction to course, expectations of business plan & pitch, and examination standards.  | 10 hours | Session 4 | 4UIE Tutor Presentation E3 | Activities 1-8 |
| Element 3LO 33.1 | Assessing market research intelligence | Market share and how it is assessed. |
| Evaluating competitors and USPIncluding class debate |
| Continuing barriers to entry (covered in element2) |
| Local and seasonal factors – levelling demand and supply |
| Element 3LO 33.2 | Evaluating the sources of finance available for an enterprise | Continuing funding and financing (element 1 and 2) |
| Personal, commercial, public and inhouse management of cash and credit |
| Applying techniques learnt to development of business plan |
| Element 3LO 33.3 | The physical resource requirements of an enterprise | IPR  |
| Physical resources* Stock
* Building
* Transport
* Security and safety
 |
| Element 3LO 33.4 | Assessing the human resource requirements | Needs and gaps in a businessOptions for staffingCosting staff needs |
| Element 3LO 33.5 | Common legal and insurance requirements. | Legal, health & safety and insurance requirements |
| Applying techniques learnt to development of business plan |
|  |  |  |  |  |  |  |
|  | Introduction to session & learning outcomes | Introduction to course, expectations of business plan & pitch. | 8 hours10 hours | Session 5 | 4UIE Tutor Presentation E4 | Activities 1-5 |
| Element 4LO 44.1 | Explain the content expected and developed in the plan | Throughout course, tutor continues to describe contents and ensure learners are progressing with activity towards their plan |
| Understanding the needs for a business plan. |
| Element 4LO 44.2 | Develop a business plan for a new business idea | Outline and examples of business plan of local companies presented to class |
| Typical structure of a business plan |
| How to write a plan and deadline set for submission |
| Element 4LO 44.3 | Develop a pitch that delivers key information to stakeholders | Identify key messages to communicate to audience | Session 6  |
| Learning of skills for excellent delivery |
| Writing and delivering an elevator business pitch (individually in class) |
| Delivery of elevator business pitch (individually in class) |
| Using feedback to improve elevator pitch |
| Element 4LO 44.3 | Develop a pitch that delivers key information to stakeholders | Reviewing business pitches |
| How to write a business pitch |
| Students write their full pitch (both 4 and 10 minutes long) |
| Presentation of own pitches in a competition-style ‘pitch deck’ |
| Understanding the needs for a business plan. |