

Experience Business & Enterprise Course Outline

Class	Class Content and Lesson Objectives
<p align="center">1</p>	<p>Introduction to the course <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Get to know each other and understand what to expect from the course curriculum ● Set norms and values for the course ● Understand their overall task for the course <p>Explore Entrepreneurship and What Makes a Business <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Discover what makes entrepreneurs succeed (and fail) with examples from small start-ups to big corporations ● Learn about all the different types of businesses – from sole traders to global franchises
<p align="center">2</p>	<p>Business Growth <i>Students will be able:</i></p> <ul style="list-style-type: none"> ● Explore ways to expand and scale a business sustainably and learn from case studies of the most successfully scaled businesses
<p align="center">3</p>	<p>Marketing and Social Media <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Explore how to create a brand ● Discuss key elements of what branding is and why it's important ● Understand how real businesses such as Coca-Cola and Facebook have built their brand
<p align="center">4</p>	<p>Explore Management Theory <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Explore different management theories and learn how good management enhances successful business ● Take the Belbin Test to discover their own style.
<p align="center">5</p>	<p>Economic Systems <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Get to grips with different systems of economic thought from conventional market capitalism to alternatives
<p align="center">6</p>	<p>Explore Schools of Economic Thought <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Learn about the contributions from the most renowned names including Adam Smith, John Maynard Keynes and Milton Friedman
<p align="center">7</p>	<p>Macroeconomics and International Trade <i>Students will be able to:</i></p> <ul style="list-style-type: none"> ● Explain key concepts in macroeconomics ● Discuss how macroeconomic trends affect the microeconomic environment of an individual firm

	<ul style="list-style-type: none"> • Understand how international trade works • Explain why countries choose to participate in international trade, rather than trying to produce everything by themselves
8	<p>Game Theory and Financial Markets</p> <p><i>Students will be able to:</i></p> <ul style="list-style-type: none"> • Learn about Game Theory • Understand the world of high powered finance: equities, bonds and foreign exchange
X	<p>Class X:</p> <p>The final class is based on the tutor's personal expertise in the field, focusing on cutting-edge research that they're passionate about.</p>
	<p>Challenge:</p> <p>Students will take part in a fast-paced App Challenge. They will:</p> <ul style="list-style-type: none"> • Collaborate with their fellow Business students, as well as the Experience Computer Science & Coding students, to come up with an idea for a mobile phone app – the Computer Science students will build a prototype, while the Business students will conduct market research and come up with a brand and business plan. • Pitch to an expert judging panel

Please note, this course outline may be subject to change