

schedule

WEEK 1	MONDAY 1 NOVEMBER	TUESDAY 2 NOVEMBER	WEDNESDAY 3 NOVEMBER
10am – 12pm	ENTREPRENEURSHIP Developing a business idea, finding a target market, USP, SWOT analysis, sources of start-up finance, and business formats.	MARKETING How to conduct market research for SMEs (primary and secondary).	MARKETING MODELS The marketing mix, the AIDA model, the marketing funnel, and the product life cycle.
1pm – 3pm	MARKETING Business branding and creating buyer personas.	DIGITAL MARKETING Social media, website, and marketing metrics.	
WEEK 2	MONDAY 8 NOVEMBER	TUESDAY 9 NOVEMBER	WEDNESDAY 10 NOVEMBER
10am – 12pm	ENTREPRENEURSHIP Business Legislation for SMEs. (Legalities of Business Start-up Health and Safety Act, The Equality Act 2010, National Minimum Wage, Data Protection Act)	ENTREPRENEURSHIP Business Finances: Breakeven analysis, cashflow forecasting, profit and loss account, and Self-Assessment Tax Return.	WOMEN IN ENTREPRENEURSHIP Successful women in entrepreneurship, overcoming limiting beliefs (imposter syndrome) and building resilience.
1pm – 3pm	ENTREPRENEURSHIP Unconscious bias and equality in the workplace.	ENTREPRENEURSHIP How to create a business plan.	ENTREPRENEURSHIP Corporate Social Responsibility in SMEs