

Introduction to Entrepreneurship and Innovation

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We're delighted you're thinking about studying at Brunel University London.

Our lecturers in the Brunel Business School have put together the following information to help you prepare for your course. This will give you a snapshot of the materials and reading list you'll be using. You'll get a full breakdown of information before you enrol.

On our website you can also [find out more about your modules](#) and [chat to a current student](#).

If you have any more questions, [please get in touch](#).

We look forward to welcoming you to Brunel.

Sample lecture/coursework questions **Scenario 2:**

Working in a small group, please help Aisha, the owner of a start-up firm named 'Caricips', to solve the following problems.

Scenario 1:

I wanted to start my business by selling my drinks at my local market. This was to raise brand awareness and also to do market research and get feedback on the products. I needed £1,750 to purchase a gazebo, tables, trademark, bottles, ingredients and equipment. I had recently started a new job and didn't have this kind of money to spend. I needed to raise this amount within a month as I planned to do the market in two months.

If you were in this situation, what avenues would you explore to raise money for your brand?

After visiting one of my local health shops and telling the boss about my brand he agreed to buy 15 bottles (5 of each flavour). The brand was unheard of so I needed to let people know where it was available and quickly as one flavour only lasted for one week and the other two flavours lasted for two weeks.

What strategy/strategies do you believe would be the most effective in marketing your product to the public in a short space of time?

Scenario 3:

The coronavirus has arrived in the UK, this Black Swan event drove me mad. My business has not prepared for it: facing the government's lockdown policy started on 23 March 2020, all shops have closed down, no visiting customers to stores where they can see my bottles, where they can taste my drinks in person, this almost terminated all normal ways of running a business. However, no business wants to die. What strategies do you have to help your business overcome this critical period?



Reading list

- Burns, P. (2016) Entrepreneurship and Small Business. Palgrave.
- Carter, S. and Jones-Evans, D. (2012) Enterprise and Small Business: Principles, Practice and Policy. 3rd edn. Essex: Pearson Education Ltd
- Blundel, R. and Lockett, N. (2011) Exploring Entrepreneurship: Practices and Perspectives. Oxford University Press.

Indicative content

Study Themes	Reading
Entrepreneurial Process	Chapter 5 & 6 (Carter), Chapter 3 (Burns)
Introduction to the Business Plan	Chapter 12, Burns
The Psychology of the Entrepreneur	Chapter 9, Carter
Creativity and Entrepreneurship	Chapter 4 & 7, Burns
Entrepreneurial Growth & Exit Strategies	Chapter 10 & 22 (Carter), Chapter 14 (Burns)
Innovation and Intellectual Property Management	Chapter 5 & 13 (Carter); Chapter 3 (Burns)