

2022

The University of Manchester

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Summary

- ✓ You will develop business and communication skills that will enhance your confidence and employability.
- ✓ You will know what scientific and engineering researches are being developed and what study opportunities that the University of Manchester can offer to you.

Business and Entrepreneur skills

By studying this course unit you will:

1. Develop your required methodological and process knowledge and skills that can be implemented in a business plan,
2. Become aware of the limits of said knowledge and skills in terms of viability and sustainability,
3. Become aware of the importance of an interdisciplinary approach in a modern knowledge economy,
4. Acquire a realistic view on entrepreneurship, business activity, economic growth, information management, budgeting, cost accounting, and time management,
5. Become aware of the dynamics of team work in an interdisciplinary and cross-cultural environment,
6. Improve your oral and written communication skills in academic and business English, in particular in an interdisciplinary and cross-cultural environment,
7. Develop your self-awareness through self - reflection and self- assessment.

At the end of this course, you will be assessed by a multi-choice online examination and receive a Professional Award from the Chartered Institute of Marketing (CIM). This will look very good on your CV when applying for a job!

There are a series of intensive business related lectures designed to develop your understanding of business with regards to team working, effective communication and new product development, in a cross-discipline, cross-cultural team demanded by the modern global employer. You will work in teams to develop a new product based on your own individual skills, and the results of your work will be presented. You will also develop oral communication skills through practical activities related to the world of business. Specifically, you will practise negotiating, persuading, interviewing and presenting in formal contexts.

Upon successful completion of the unit, you will be able to:

- Appreciate cross-cultural differences in company culture, work organisation and organisation of higher education;
- Gather an extensive understanding of the dynamics of entrepreneurship;
- Experience cross-cultural sensitivities in an international environment.

- Solve problems as they arise;
 - Critically evaluate your role in a cross-cultural classroom.
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- Realise a sustainable final product, preferably an optimal balance between the various

How your timetable might look...

Week 1

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST		Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Virtual welcome & intro to academic staff, teachers, & cultural attaches	Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study		
10:00 BST 14:30 IST 17:00 CST		Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study	Virtual cultural events	Virtual cultural events
11:00 BST 15:30 IST 18:00 CST	Break	Break	Break	Break	Break	Live streaming from our selection of	Live streaming from our selection of
12:00 BST					Research highlights & future study		



Week 2

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST	Business class live	Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop	Business Idea Pitches Judged by business and academic panel	Virtual Cultural & Business Saturday Showcase	
10:00 BST 14:30 IST 17:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop			
15:30 IST 18:00 CST	Break	Break	Break	Break	Break	Break	
12:00 BST 16:30 IST 19:00 CST	Comms class live	Comms class live	Comms class live	Comms class live	Business Idea Pitches Judged by business & academic panel	Closing ceremony	
13:00 BST 17:30 IST 20:00 CST	Comms presentation practice	Comms presentation practice	Comms presentation practice	Comms presentation practice			

We reserve right to change content and delivery.