



Starting a Business 1: Vision and Opportunity

Explore what it takes to be an entrepreneur – define your business vision and discover the opportunities to make it happen.

If your students are completing the whole of this course online then they can complete useful and engaging activities, or a test based on the content covered.

You can choose for your students to complete individual tasks by themselves or encourage group work. Though you may have your own ideas about what your students can do with the course content, we've made things easy for you by suggesting some activities that you can submit to your students below. Choose whichever suits your students and needs.

Each task has student-facing instructions you can use (found later in this pack).

Individual student tasks taken from the course

Reflection: Students write a 500-word reflection on what they learned from the course, including anything they might do differently now as a result of their learning and anything additional they found out from their own reading around the topic. They will submit this reflection as a written essay, podcast or video.

Research task: Students will find out about the vision of companies (preferably local to them) that have had an impact on their daily lives (Step 1.4). They submit a short summary to you.

Group tasks based on the course

Research task: Split the class into groups to work on a national company (e.g. Greggs) or international company (e.g. Amazon) of your choice and get them to create a business plan they might have used – including the problem they are trying to solve or gap in the market they're fitting. They will submit their business plan to you alongside a summary of how the team worked together.

Discussion task: Set up a discussion board on a platform of your choice so students can discuss the question: Do you think an entrepreneur is born or developed?

Test

You can use the test questions listed in the student instructions below as a short assessment to enable your students to demonstrate what they have learned on the course. The assessment has 15 marks in total.

The questions have been designed to be flexible and open. The questions indicate which steps the answers can be found on. The marks available reflect the likely length and complexity of the answer expected, and how

many points they are likely to make. For example, a 5-mark question might reflect a longer, more complex question, or one where they have asked to describe or explain a number of elements. Depending on the level and ability of your students, you can decide how you wish to award the marks, so they appropriate for your class.

Each question suggests which steps the students may wish to return to answer the questions. You can decide if you want to include this information when you share the assessment with your students.

Additional support

You can use the [How to use Futurelearn guide](#) with your students to get started. If you have any more questions, please refer to the [FAQ](#) section.

Student instructions

Reflection

Write a 500-word reflection on what you have learned from the course. It should include anything you might do differently now because of what you learned and anything additional you found out in your reading around the topic. Submit this reflection to your teacher as a written essay, podcast or video.

Research task

Choose a company (preferably local to you) that has had an impact on your daily life. Find out about their vision and write a brief summary of it which you can submit to your teacher. It may help to include a link to the website for the business you choose.

Group discussion

Use the discussion board set up by your teacher to discuss the question: Do you think an entrepreneur is born or developed?

Group research task

Your group has been allocated a company to research. It might be a national company (e.g. Greggs) or international company (e.g. Amazon). Your group needs to create a business plan your company might have used – including the problem they were trying to solve or gap in the market they're fitting. Submit your business plan to your teacher alongside a brief summary of how your team worked together – who contributed which parts, and how you reviewed each other's work.

Test

Complete the assessment questions below to demonstrate your understanding of the course. You can refer back to the course to find the answers or more detail as you need to. You should not however share your answers with other students.

Your answers should be written in full sentences and be appropriately detailed. Make sure you read the questions carefully before starting to answer. Each question shows how many marks are available – use this to guide how much detail or how many points you need to include.

The questions also indicate where you can start to look to find the answer. You can also include information from other steps if that is relevant.

1. What is entrepreneurial thinking? (3 marks) [Step 1.2]
2. Explain the key elements of the opportunity business model. (7 marks) [Step 1.3]
3. What decision did you think that Emma should have taken? Explain your answer. (5 marks) [Step 1.5 and 1.6]