



## Student Enterprise Awareness Workshops 2012

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Title: **“Amaze Yourself in one hour” Know yourself**

Date and Time: **15<sup>th</sup> February 2012, Wednesday, 2pm – 3pm**

Location: **Student Central Seminar Room 0.49**

Starting a business requires a wide variety of personal attributes that will make a real difference to your success. This range from self-motivation, strong interpersonal skills and confidence, strengthening these will be covered in this session.

Title: **“Amaze Yourself in one hour” Know your product**

Date and Time: **7<sup>th</sup> March 2012, Wednesday, 2pm – 3pm**

Location: **Student Central Seminar Room 0.49**

Deciding on what product or service you will offer is crucial for your business development. How to design cutting edge and unique services for your clients and create feasible and sustainable business idea will be the focus of this session.

Title: **“Amaze Yourself in one hour” Know your market**

Date and Time: **28<sup>th</sup> March 2012, Wednesday, 2pm – 3pm**

Location: **Student Central Seminar Room 0.49**

This session will help you to analyse how market trends connects with your skills, strengths or weaknesses in relation to current and emergent environmental opportunities and threats. Focus of this session is on knowing the market, research and business trends.

Title: **“Amaze Yourself in one hour” Know your money**

Date and Time: **18<sup>th</sup> April 2012, Wednesday, 2pm – 3pm**

Location: **Student Central Seminar Room 0.49**

An understanding of the risks involved in running a business is very important. How to plan the development of a business using a business planning toolkit and understand the secret behind financial “slang” will be covered on this session.

**For more information please contact Maciej Liziniewicz in the Community Engagement Team on 01274 234986 or [m.liziniewicz@bradford.ac.uk](mailto:m.liziniewicz@bradford.ac.uk)**