StartUp Enterprise

StartUp Enterprise is a business simulation that consists of a series of tasks faced by entrepreneurs in the real world. It takes you through the various stages of starting up a business, e.g. market research, product planning, advertising and promotion, personnel planning and recruitment, logistics, raising finance, public relations and customer relationship management. The idea is to develop a product or service as the basis for starting up a business, and ultimately to secure a loan from a bank. Teams compete to come up with the most innovative and attractive product or service, and to get the best terms from the bank. During this simulation you will have the opportunity to...

- discuss aspects of entrepreneurship
- carry out a market survey (write a questionnaire, conduct interviews)
- give presentations and pitches
- take part in business meetings and negotiations
- apply for a job in English (write an application letter)
- conduct and take part in job interviews
- carry out a SWOT analysis
- produce a business plan
- improve your telephoning skills
- practice business writing
- develop your listening skills
- expand your business vocabulary
- revise grammar if necessary
- do anything else you find useful!

The simulation is flexible, so your knowledge of business as well as your interests and language needs are taken into account.

You will be given feedback on your use of English and plenty of useful reference material, including phrases for meetings and discussions, models for business writing, and a glossary of business terms.

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