



GRADUATE ENTERPRISE PROGRAMME V, 1989
RECRUITMENT AND SELECTION REPORT
CRANFIELD SCHOOL OF MANAGEMENT - EAST MIDLANDS REGION

Prepared for the Training Agency by:

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GEP 5 RECRUITMENT AND SELECTION - E. MIDLANDS REGION 1989

HIGHLIGHTS

- As part of the Training Agency's GEP 5 Recruitment Programme, the Cranfield School of Management has just completed the task of selecting 20 entrepreneurial graduates and business ideas in the T.A.'s East Midlands Region. These graduates come from a wide background of undergraduate and postgraduate courses and will set-up a diverse range of product based and service businesses.

- Exhibit 1

- A series of seminars, to build upon or stimulate entrepreneurial interest amongst students, were held throughout the Region in January and February. Thanks to the efforts of Careers Advisory Services and as a result of national promotional material provided by the T.A., a total of some 293 students attended these seminars, an average of 16 students per seminar (compared with 28 on G.E.P. 4). Following on from the seminars, 122 students applied for places on the two day small business selection workshop at Cranfield.

- Exhibits 2, 3 & 4

- Three two-day workshops were held at Cranfield in early April with the dual purpose of providing a training input on best practise in starting a new business as well as aiding and ultimately selecting students on the basis of business application forms completed during the workshop. In this way 122 completed application forms were received as well as 122 action plans as to how students intended to get into business with or without the GEP.

- Exhibits 5 & 6

- A background analysis was undertaken of the 293 students attending seminars compared with students attending seminars in the previous year.
 - more men than women applied for GEP 5 (Ex 7A); most (54%) had less than 1 year's work experience (Ex 7B) more had studied science than arts (Ex 7C), and there were more product than service ideas (Ex 7D).

- Further analysis was undertaken of the 122 students doing the selection workshop for GEP 5, much of which confirmed previous study (see Progress Report on GEP - Cranfield Working Paper No. SWP 2/88)
 - Most students (88.5%) planned to set up their business before they heard about GEP, only 10% were stimulated directly by GEP; (Ex 8) whilst 87% mentioned they would do so regardless of results of GEP selection (Ex 9).

 - 46% of students originally intended to start within 5 years of graduation; the effect of GEP selection, as previously noted, is to bring these plans forward to immediately (Ex 10).

 - nearly one-half (47%) of business ideas have come from student hobbies; helping to find markets for these skills has been one of the main beneficial effects of previous G.E. Programmes (Ex 11).

- 90% of students have family support for their idea of starting their own business, indicating a considerable improvement in the attitude of parents towards self-employment (Ex 12). Local enterprise agencies provide more support than other sources, (Ex 13) indicating the increased public awareness of the role played by these agencies.

- Business counselling is the major appeal of GEP for students, followed by business training (Ex 14).

- to be independent is what makes most students (81%) want to start their own business, followed by "to make money" (58%) (Ex 15 abc).

- nearly a quarter (26%) of students had grandparents who had run their own businesses, and 39% had fathers in self employment. (Ex 16 a & b).

- more than half (60%) of students on selection claimed to have had more than 12 months work experience, with more from an Arts than Science background. (Ex 17 a & b)

- finally, and most importantly for the timing of GEP recruitment, more than a third of students on selection (36%) at Easter-time were already in receipt of an offer of a full-time job. An early offer of a place on GEP is, therefore, important to help students in the 'job versus self-employment' decision they have to make (Ex 18).

- The Cranfield training programme for GEP 5 (Ex 19) is planned to conclude with a sales exhibition on November 30th which is aimed to ensure:
 - all students leave the training fully equipped to sell and with first sales from the exhibition, often to influential, specially invited, buyers;

- the exhibition is a media event, attracting local Anglia T.V. coverage, and is an opportunity to invite key regional student careers advisers as well as parents to help spread the enterprise culture (Ex 19).

The Cranfield database, fed by the semi-annual audit report to all previous GEP students, provides the source of the GEP Newsletter, which shows the continuing good business progress of previous course members. Copies of this Newsletter may be obtained from Michelle Kent at Cranfield.

A handwritten signature in black ink that reads "Robert Brown". The signature is written in a cursive style with a large initial 'R' and a horizontal line under the name.

Robert Brown

12.6.89

**GEP 5 AT CRANFIELD SCHOOL OF MANAGEMENT
MAIN PROGRAMME - COMMENCING 31ST JULY 1989**

LIST OF PARTICIPANTS

<u>NAME</u>	<u>COLLEGE</u>	<u>DEGREE (or equivalent)</u>	<u>ADDRESS</u>	<u>BUSINESS IDEA</u>
BARNES, Andrew	Royal Agricultural College, Cirencester	Diploma in Agriculture	Ashbrook Farm, Marston Moreteyne Bedford, MK43 0QG.	Snail farming
BENNINGMAN, Kim	Leicester Polytechnic Cranfield Institute of Technology	BA Hons Ind Design MSc Product Design	30 Mill St, Newport Pagnell, Bucks, MK16 8ER.	Design Consultancy
BRESFORD, Sarah	Loughborough College of Art & Design	BA Hons Textiles/ Fashion	'Trimpley', Primrose Chase, Goostrey, Cheshire, CW4 8LJ	Design and make embroidered high fashion accessories (belts, gloves, hats)
BURNELL, Peter	Norwich City College of Further & Higher Education	HND Electrical/ Electronic Engineering	1 Boyd Avenue, Toftwood, Dereham Norfolk, NR19 1LU.	Assembly/manufacture of disco equipment and Disco shows
CAMBERS, Nancy	Leicester University	BA Hons Geography	1 Lindesfarne, Monxton Road, Ampport, Nr. Andover, Hants, SP11 8AQ.	Design and produce fashionable hats and sell through retail outlets.
CHILCOTT, Martin	Cambridge University (Clare College)	History BA Hons	32 Harlow Way, Old Marston, Oxford, OX3 0RS.	Promotional service for companies and charities through production of catalogues
COURLIE, John	Suffolk College of Higher Education	HND (BTec) Design Communication (Film T.V.)	147 Back Hamlet, Ipswich, Suffolk, IP3 8AW	Television graphic design consultancy, producing and art directing t.v. title sequences, company promotional videos, corporate i.d.s, print graphics utilising facilities houses to produce high quality
COULIS, Carolyn	Suffolk College Gt. Yarmouth School of Art & Central School of Art & Design	3-D Dimensional Design	Raglands, 9 Stock Road, Leavenheath, Colchester, Essex, C06 4PP.	An artists impression service to the design and building industry

ARPER, Simon	Trent Polytechnic	BEng Hons Production Engineering	10 Foundry Close, Sculthorpe, Norfolk, NR21 9DN	Personal and commercial printers
OBBS, James	Nene College Northampton	Economics and Business Admin	23 Valley Close, Hertford, Herts, SG13 8BD.	European Corporate Video
ACKMAN, Catherine	Leicester Polytechnic	BA (Hons) 3D Design (Silversmithing & Jewellery Design)	5 Moorhouse Lane, Birkenshaw, Bradford, West Yorkshire, BD11 2BA	Batch production of costume/ fashion jewellery
ETCALF, Stuart	Silsoe College Beds	BSc (Hons) Agriculture Technology & Mngt	Old Lodge Farm, Moor Road, Staindrop, Darlington, Durham DL2 3LN	Independent construction and installation of horticultural products combined with consultancy and design
EWTON, Patrick	School of Pharmacy (London Univ) Norwich City College of Technology	B.Pharm (Hons)	Woodlands, The Street, Tivetshall-St-Mary, Norwich Norfolk, NR15 2BT.	A manufacturing business making high class interior furniture
ONYELU, Frederick	Kingston Polytechnic Cranfield Inst. Tech.	BSc Prod. Eng. MSc Product Design	5 Macklin House, Shackleton Close London, SE23 3YP	Product Design/Engineering Consultancy
IRELFALL, Clare	Cambridge University (Newnham College)	BA Hons Engineering	Hollowforth, Shawford, Winchester, Hants, S021 2BL	Weekend activity consultant
FFEN, Barry	City of London Polytechnic	BSc Modular Studies	Church Lane, Torusey, Lincoln LN1 2EE.	Mobile fast food catering unit (Healthy/Vegetarian)
AINOR, Michael	Loughborough Univ	BA Hons Design & Technology	9 Perrymead, Prestwich, Manchester, M25 5QR.	Shop selling classic pieces of design from the 20's, 30's, 40's and 50's and a range of contemporary design work from arts students on a sale or return commission basis
LKINS, Warwick	Bedford College of Higher Education	BA Hons Sport Studies	16 Martham Close, Bedford.	Indoor cricket complex, bar and lounge
ENTERBURN, Charles	Leicester University	BA Geography	8 Chandlers Croft, Chapel Road, Hesketh Bank, Preston, PR4 6RW.	Own design t-shirts, working on to knitwear, postcards, duvet covers, rugs and perhaps more!
IRKE, Sarah	Cambridge College of Art and Technology	BA Hons English Lit.	16 Sedgcombe Avenue, Kenton, Harrow, Middx, HA3 0HL	Complete catering service offering flashy, healthy food for dinner parties and small functions

BUSINESS START-UP SEMINARS - TYPICAL PROGRAMME

GEP 5 PROGRAMME 1989

	<u>TIME</u>
1. GEP - History and Broad Objectives	20 mins
2. How to evaluate a Business Idea and Yourself	20 mins
3. Video Experience of a recent graduate	10 mins
4. How to apply to get on the GEP - detailed explanation	10 mins
5. Network of support - counsellors and enterprise agencies	10 mins
6. Concluding remarks and questions	20 mins

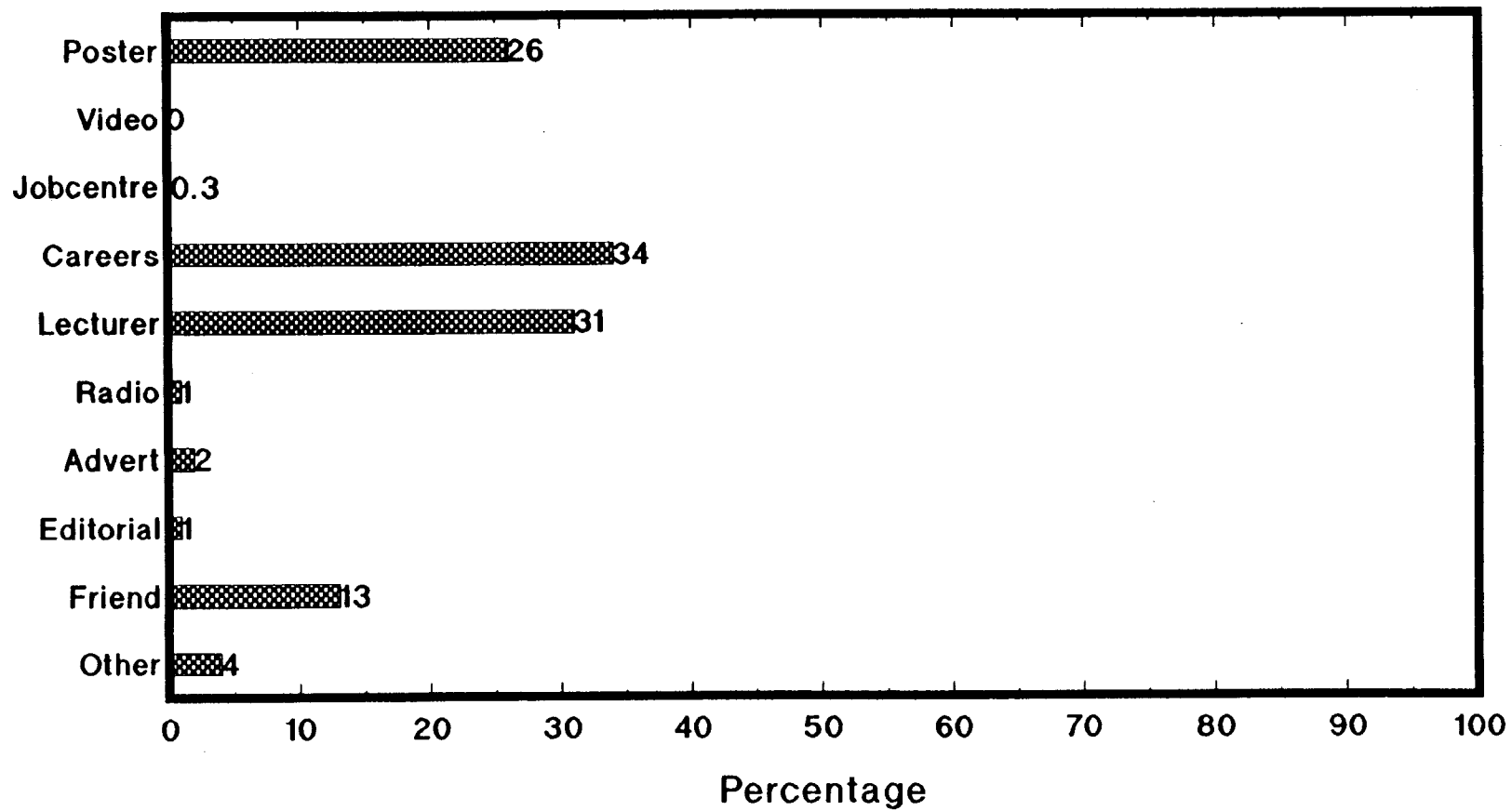
Programme runs for approximately 1½ hours

EAST MIDLANDS GRADUATE ENTERPRISE PROGRAMME VRECRUITMENT

<u>University/College</u>	<u>Seminar Attendance</u>		<u>Applications Received</u>		<u>Applications Accepted</u>	
	<u>88</u>	<u>89</u>	<u>88</u>	<u>89</u>	<u>88</u>	<u>89</u>
Bedford College of H.E.	10	12	3	5	2	1
Cambridge College of Art and Technology	15	0	3	1	2	1
Cambridge University	31	8	6	5	1	2
Cranfield Institute of Technology	20	14	8	8	3	2
Derby College of Higher Education	5	2	1	1	1	0
Dunstable College	36	-	-	-	-	-
University of East Anglia	38	11	7	7	4	0
Gt Yarmouth College of Art and Design	20	-	-	-	-	-
Leicester Polytechnic	14	5	13	2	8	1
Leicester University	5	6	1	4	0	2
Lincoln College of Art	26	22	3	3	2	0
Loughborough College of Art	35	20	7	8	4	1
Loughborough University	60	40	17	18	7	1
Nene College, Northampton	17	6	5	6	2	1
Norfolk College of Arts & Technology	42	-	2	-	0	-
Norwich City College of H.E.	42	13	5	6	2	1
Norwich School of Art	33	8	1	1	0	0
Nottingham University	20	62	6	17	3	0
Silsoe College	-	40	-	7	-	1
Suffolk College of Higher Education	36	20	-	7	-	2
Trent Polytechnic	45	4	8	1	4	1
Other (Outside E.Mids Region)	-	-	11	15	8	3
Total	<u>550</u>	<u>293</u>	<u>107</u>	<u>122</u>	<u>53</u>	<u>20</u>

FINDING OUT ABOUT GEP

Nearly two-third of students attending campus seminars head of GEP from Careers Service or College Lecturers



GRADUATE ENTERPRISE PROGRAMME**TEACHING TIMETABLE****CRANFIELD BUSINESS WORKSHOP**

Objective: To successfully complete application form (mini business plan) for GEP 5 and to plan actions post graduation and prior to coming on GEP.

DAY ONE**Teacher
Responsible**

10.00 - 10.30	Registration in Mitchell Hall	Michelle
10.30 - 10.45	Coffee in Forum of School of Management	
10.45 - 11.00	Introduction, Administration and GEP Application Form	RJB/Michelle
11.00 - 12.00	Introduction for course members	RJB
12.00 - 12.30	Talk : Market Research; How to find out customers needs	RJB

BUFFET LUNCH IN FORUM

13.30 - 15.00	Exercise : Drawing up Market Research Questionnaire	RJB
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Tea in Forum

15.30 - 16.15	Video : The Balance Sheet Barrier (John Cleese)	Colin Barrow
16.15 - 18.00	Talk and Exercises : Finance and Accounting; how much is getting started going to cost.	Colin Barrow
18.00 - 18.30	Review GEP Application Forms with Group Counsellors	Counsellors

19.30 **Dinner : Mitchell Hall**

After dinner Read Case : 'Celebration Cakes'; complete GEP application forms

Continued over.../...

DAY TWO

09.00 - 09.30	Talk : Which Business Structure?	Colin Barrow
09.30 - 10.00	Talk : The importance of selling techniques in getting started	RJB
10.00 - 10.30	Video : 'Sales Presentation'	RJB

Coffee in Forum

11.00 - 12.30	Case : Small groups analyse and present 'Celebration Cakes'	Gary Stockport
12.30 - 13.00	Introduction to Group and Individual Planning Exercise	RJB

BUFFET LUNCH IN FORUM

14.00 - 15.30	Group and Individual Planning Exercise; hand in completed application forms, action plans and T.A. expense claims	RJB
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Tea in Forum

16.00 - 16.30	Closing session: Sources of Finance and Video: 'In Search of Excellence'	RJB
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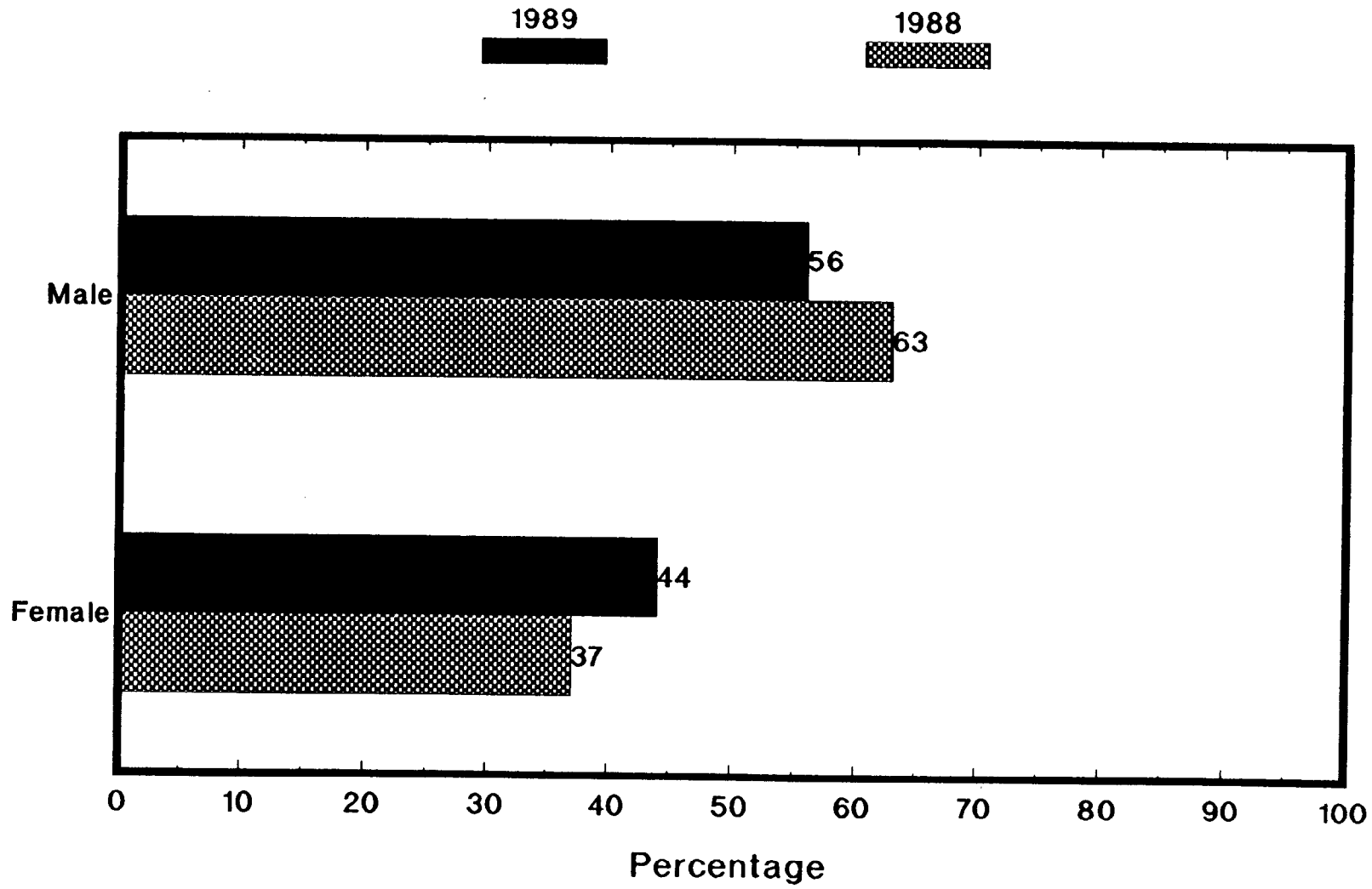
GROUP EXERCISE

EXHIBIT 6

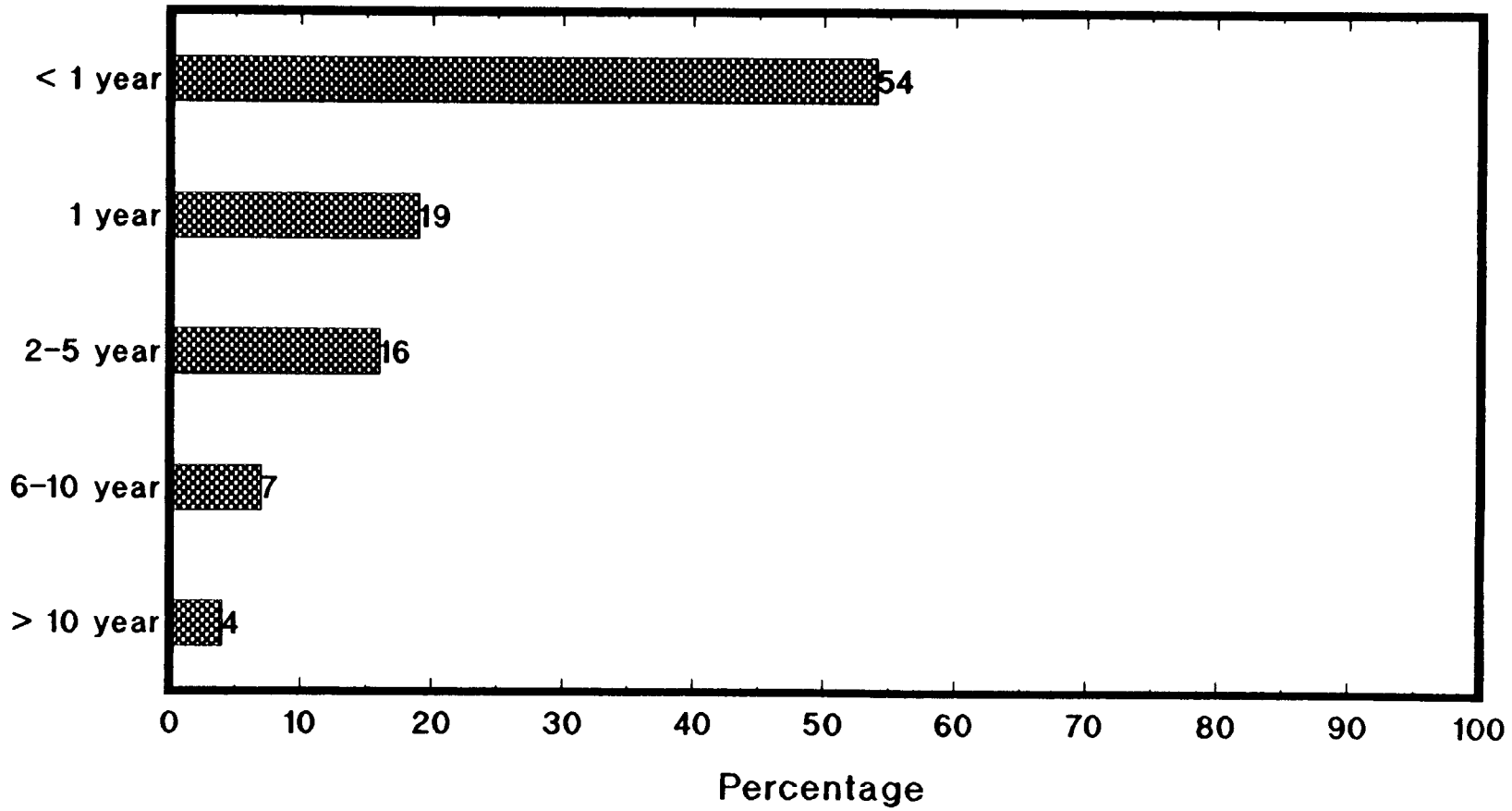
ACTION PLAN SUMMARY		BUSINESS <u>PRODUCT DESIGN / ENGINEERING CONSULTANCY-</u>														
		DATE <u>12/4/89</u>														
ACTION ITEM	MAJOR ACTIVITIES AND STEPS	TEAM RESP.	MONTHS (STARTING APRIL 1989)											END PRODUCT		TEAM RESP.
			A	M	J	J	A	S	O	N	D	J	F	DOCUMENT	DATE	
			1	2	3	4	5	6	7	8	9	10	11			
1	RESEARCH (MARKET / COMPETITION)		/	/	/	/	/	/	/	/	/	/	/	MARKETS		
2	SERVICE EXISTING CLIENTS		/	/	/	/	/	/	/	/	/	/	/	DESIGNS / PROTOTYPES		
3	GENERATE BUSINESS PLAN					/	/	/	/	/	/	/	/	BUSINESS PLAN		
4	OBTAIN FINANCE					/	/	/	/	/	/	/	/	GRANT / LOAN		
5	GENERATE NEW CLIENTS		/	/	/	/	/	/	/	/	/	/	/	DESIGNS / PROTOTYPES		
6	G. E. P ?!!					/	/	/	/	/	/	/	/			
7	NEW PRODUCT RESEARCH		/	/	/	/	/	/	/	/	/	/	/	MARKET ?		
8	ESTABLISH FINANCE FOR PHASED DEVELOPMENT OF NEW PRODUCT.					/	/	/	/	/	/	/	/	COST ?		
9	OBTAIN FINANCE FOR DESIGN PHASE					/	/	/	/	/	/	/	/	INVESTOR OR LOAN		
10	TEST CONCEPTS .					/	/	/	/	/	/	/	/			
11	OBTAIN FINANCE FOR PROTOTYPES					/	/	/	/	/	/	/	/			
12	MARKET TESTS / TRIALS .					/	/	/	/	/	/	/	/			
13	SET UP HOME IN BEDFORD					/	/	/	/	/	/	/	/	-		
14	PURCHASE CAPITAL EQUIPMENT					/	/	/	/	/	/	/	/	-		
15	EXHIBITION - BUSINESS DESIGN CENTRE					/	/	/	/	/	/	/	/		16 th July	

A LEAD TIME OF 2 YEARS TO MARKET RELEASE

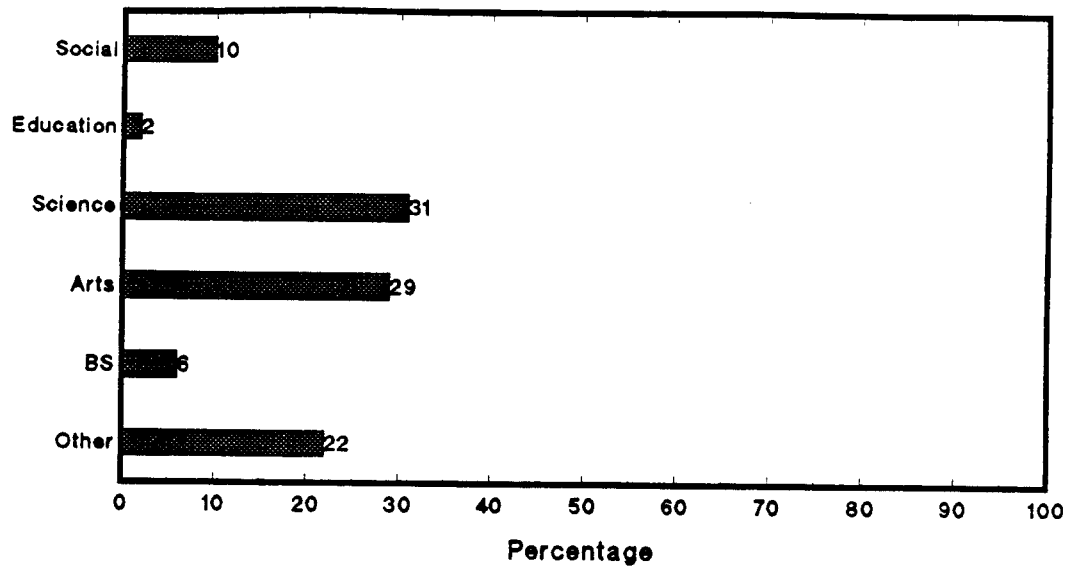
BACKGROUND SEX



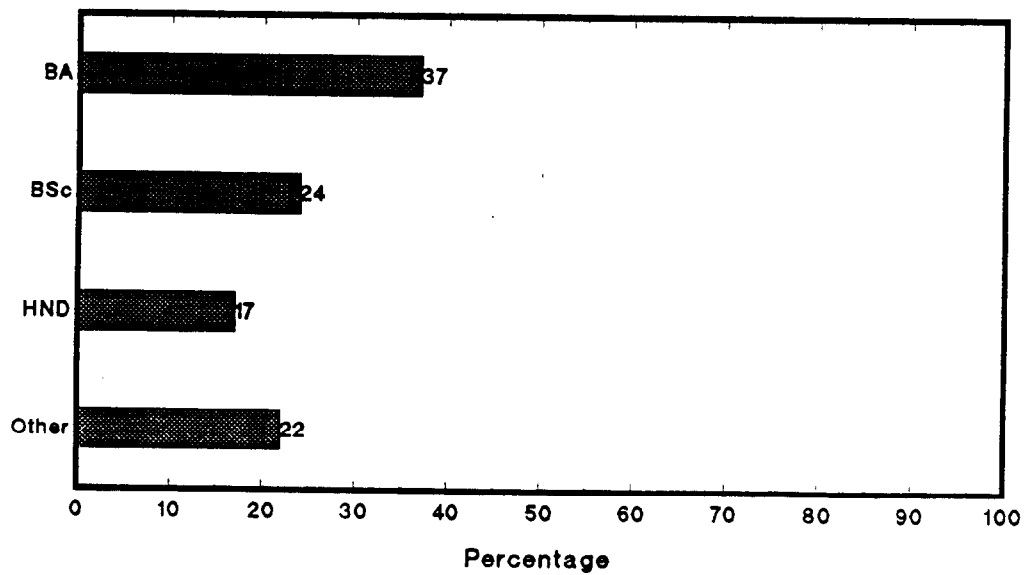
WORK EXPERIENCE



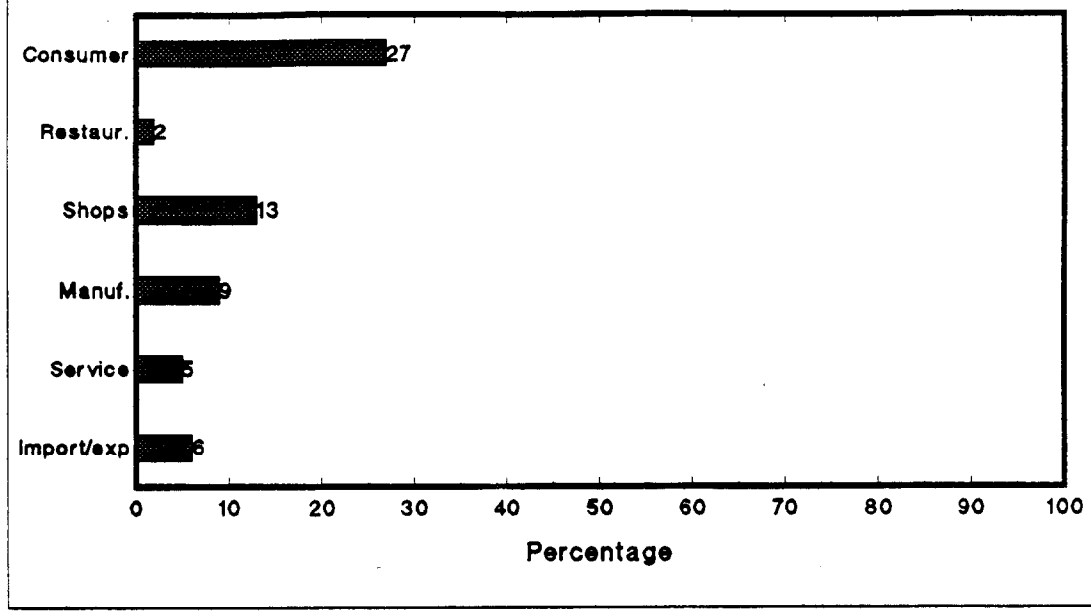
SUBJECT OF STUDY



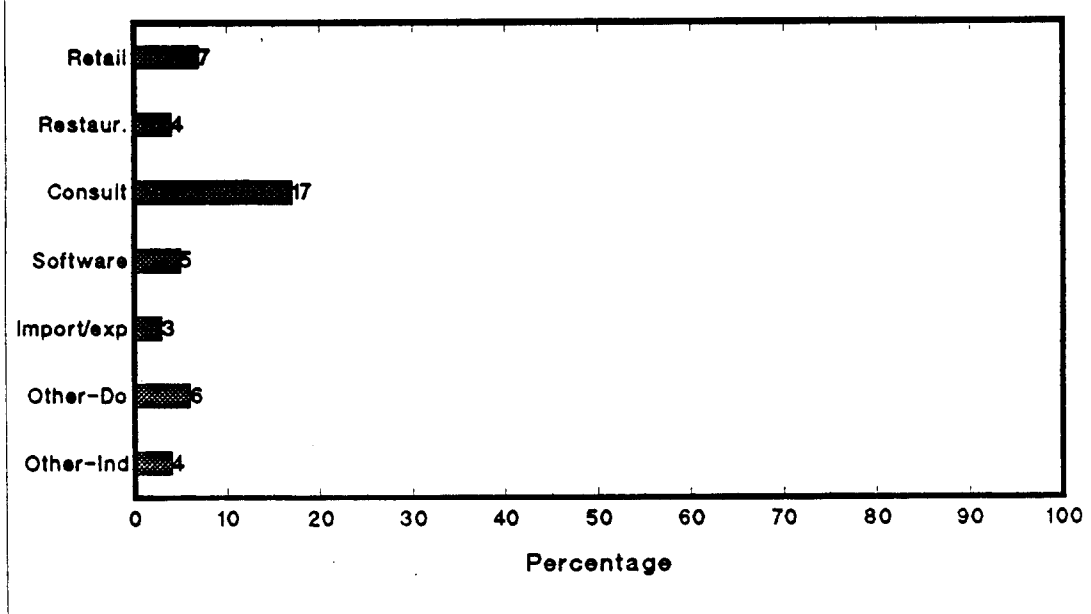
TITLE OF DEGREE



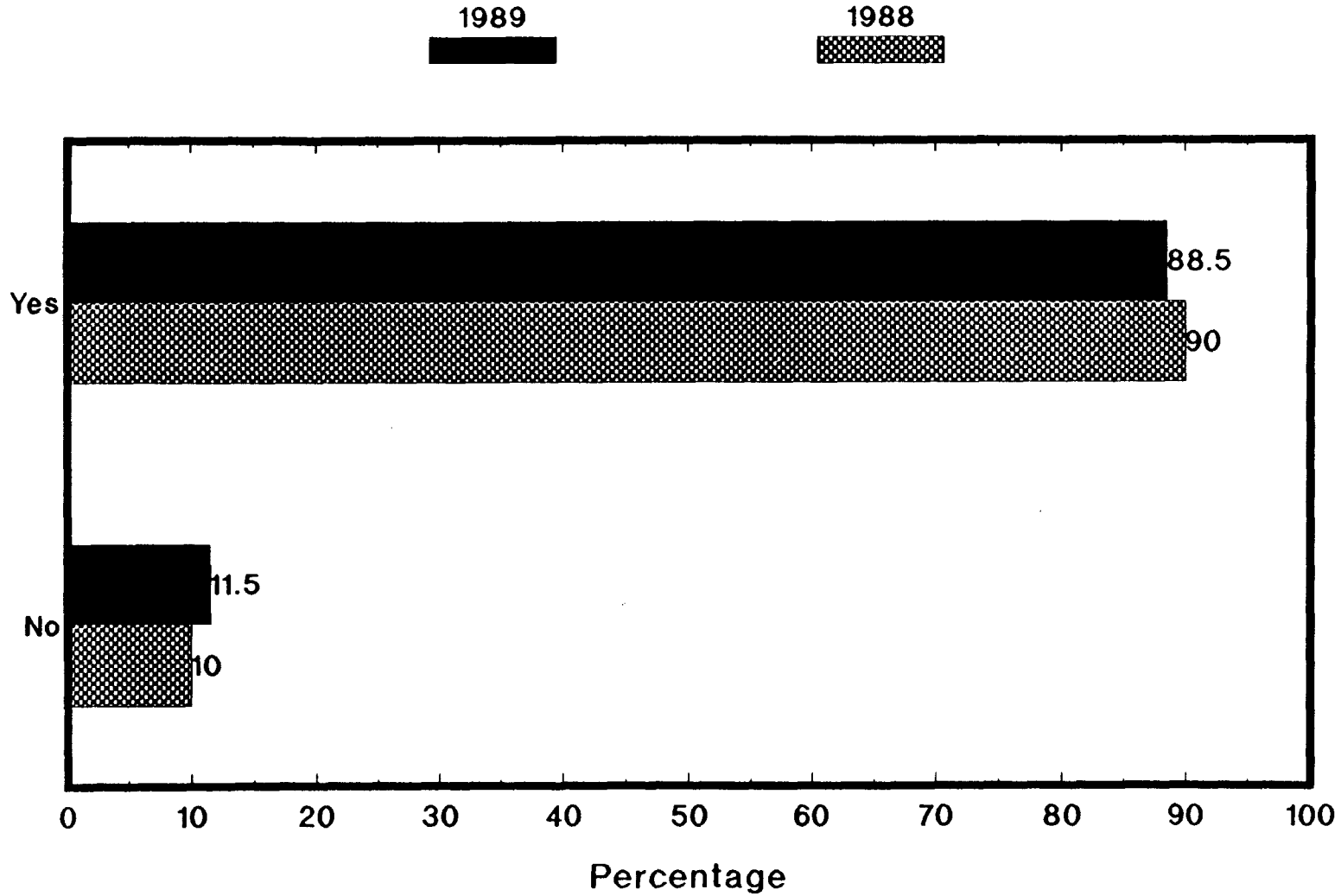
PRODUCT IDEAS



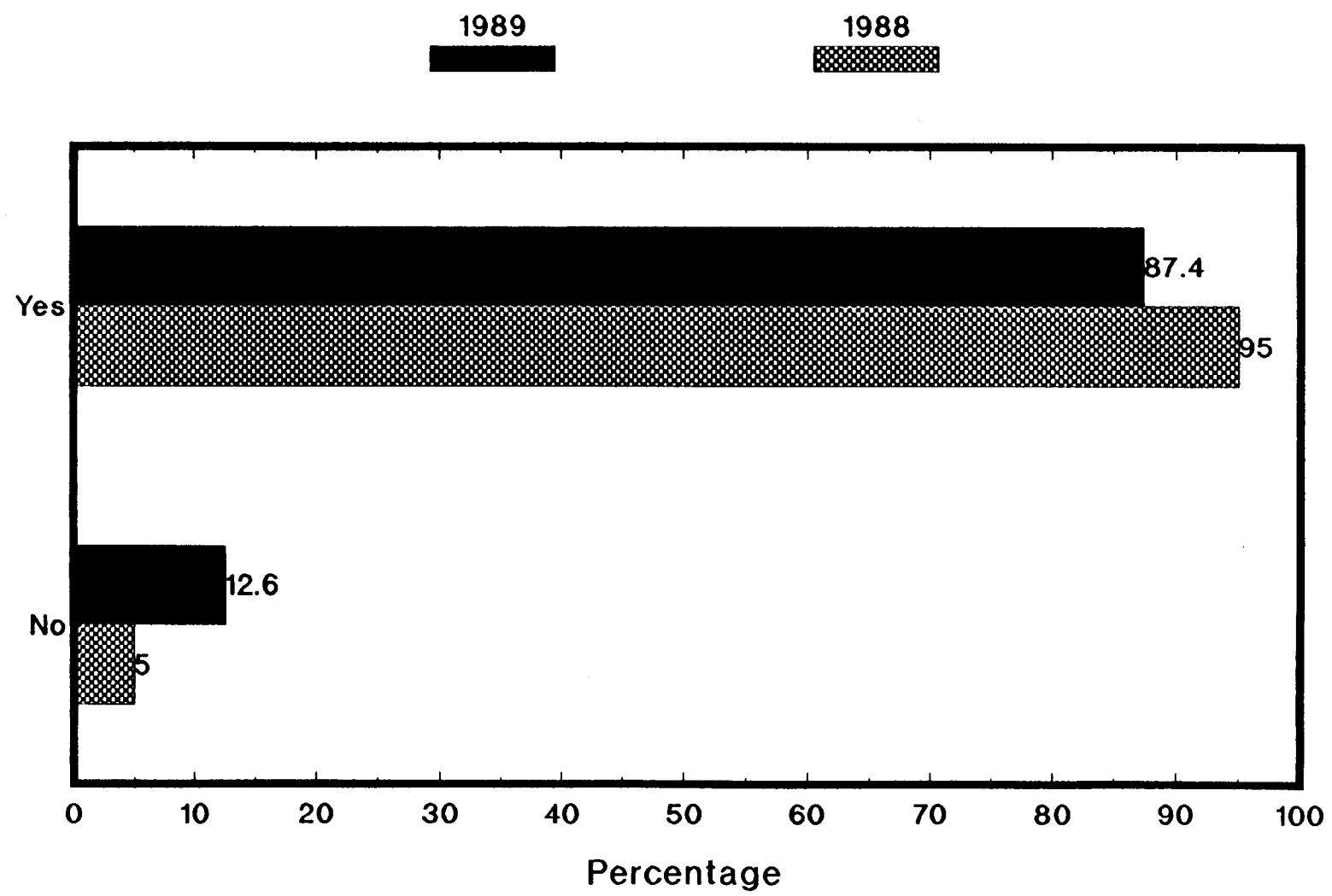
SERVICE IDEAS



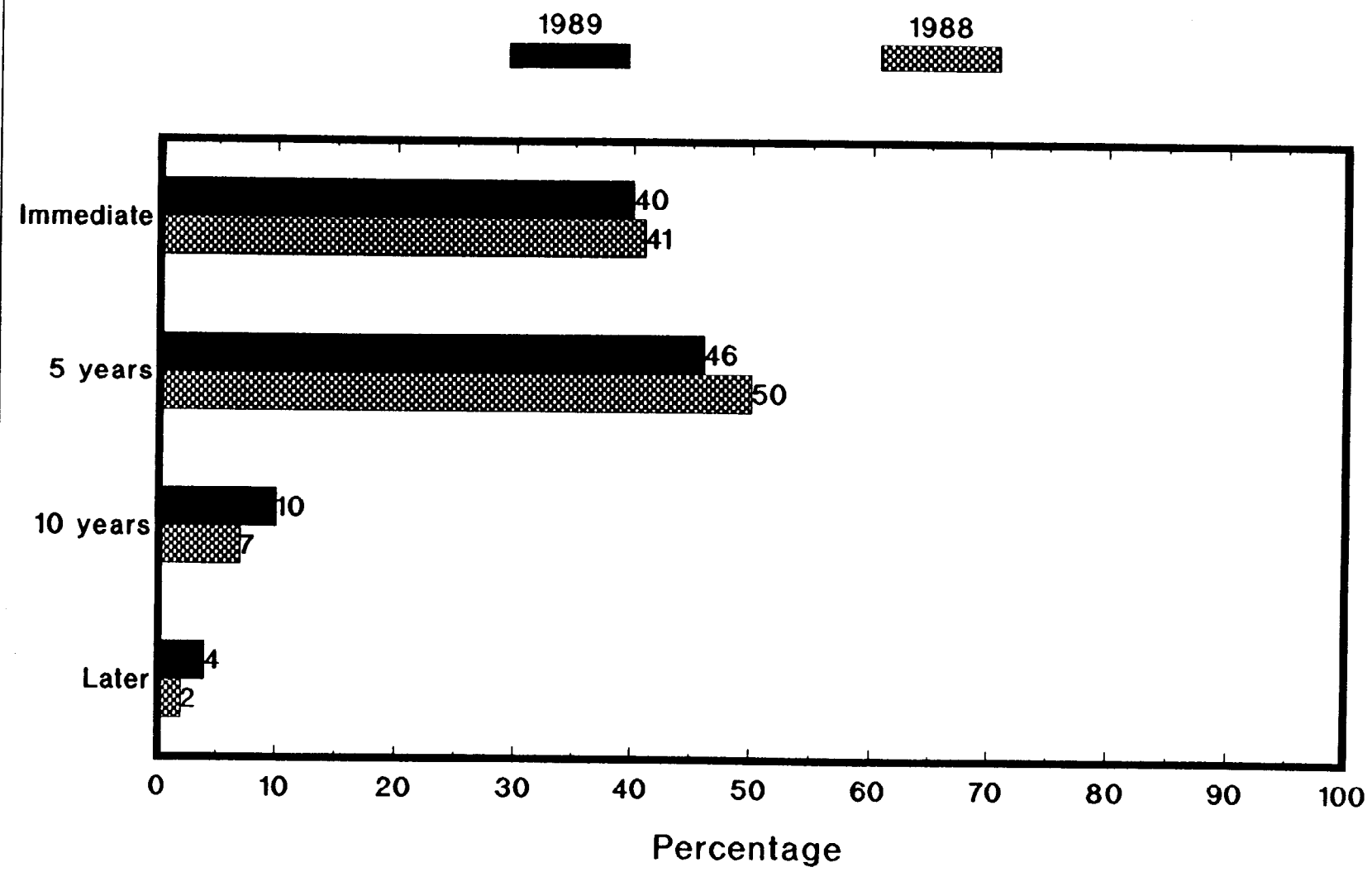
WERE THE RESPONDENTS GOING TO SET UP THEIR OWN BUSINESS BEFORE HEARING ABOUT GEP



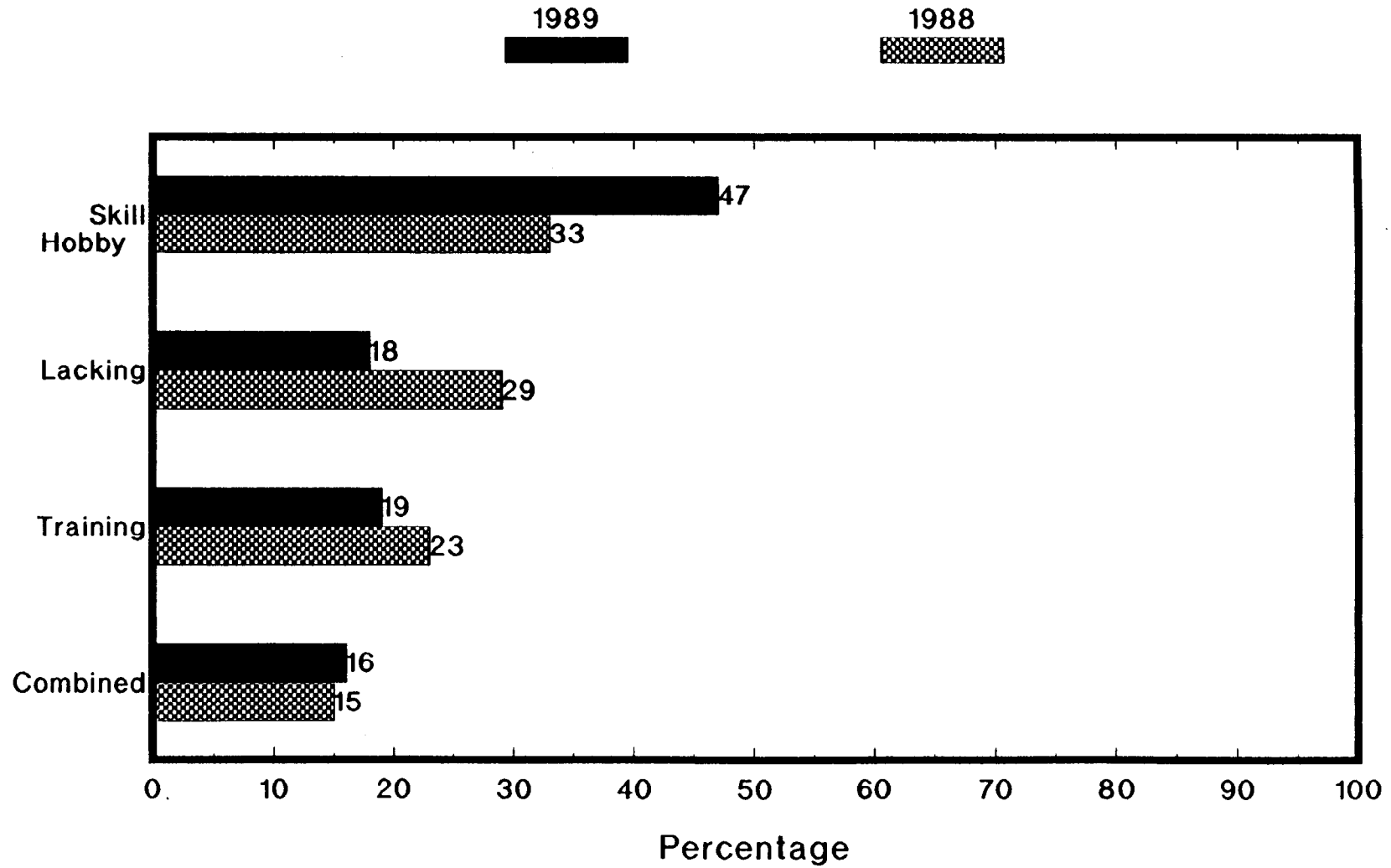
SET UP OWN BUSINESS REGARDLESS OF GEP



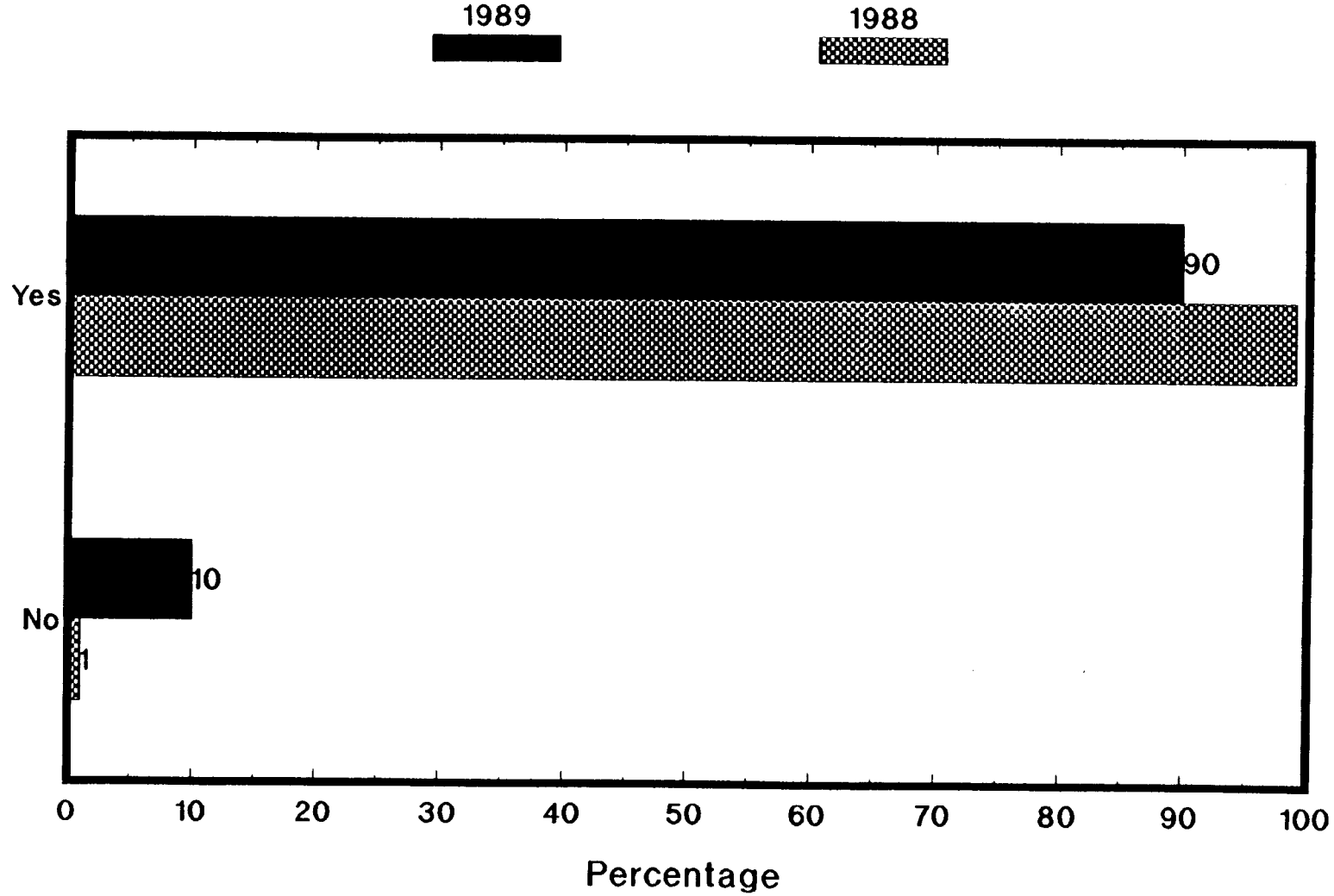
STAGE AT SETTING UP THEIR OWN BUSINESS



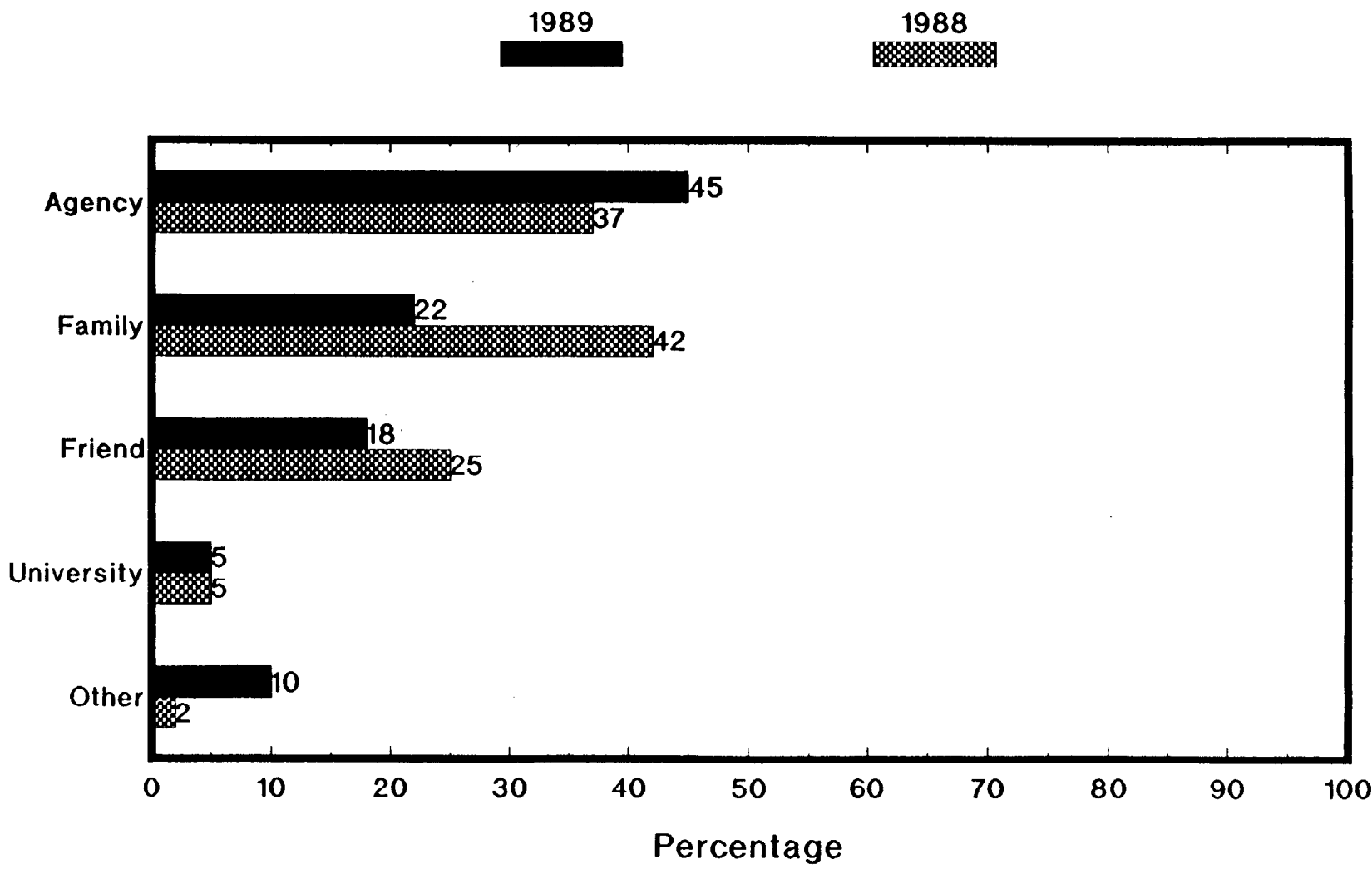
SOURCE OF BUSINESS IDEA

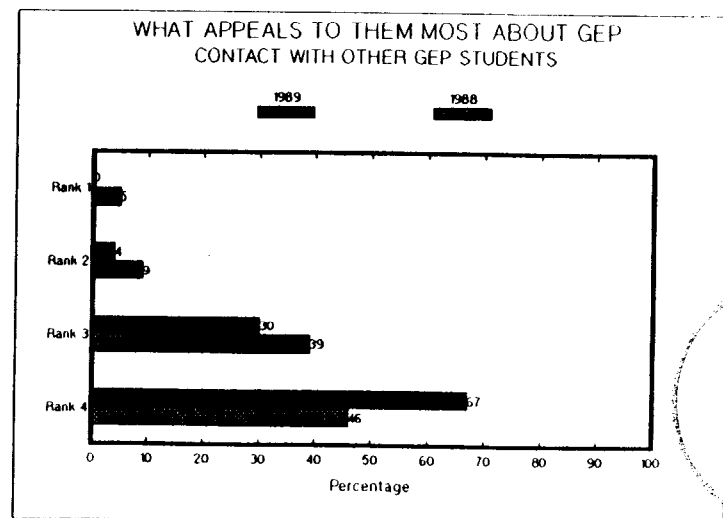
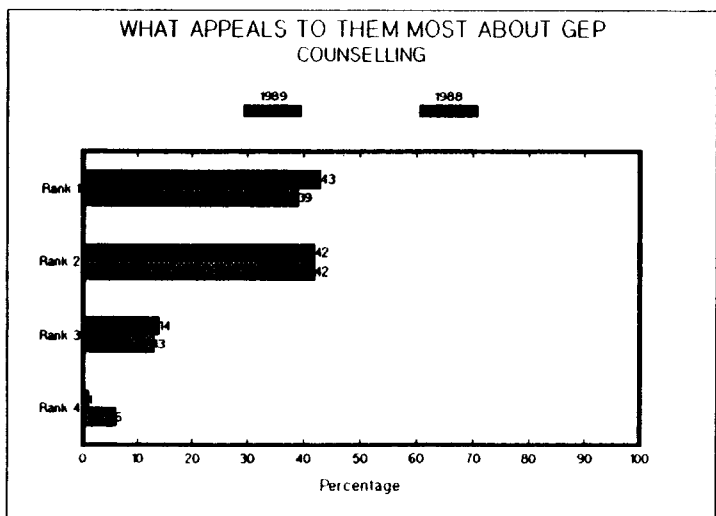
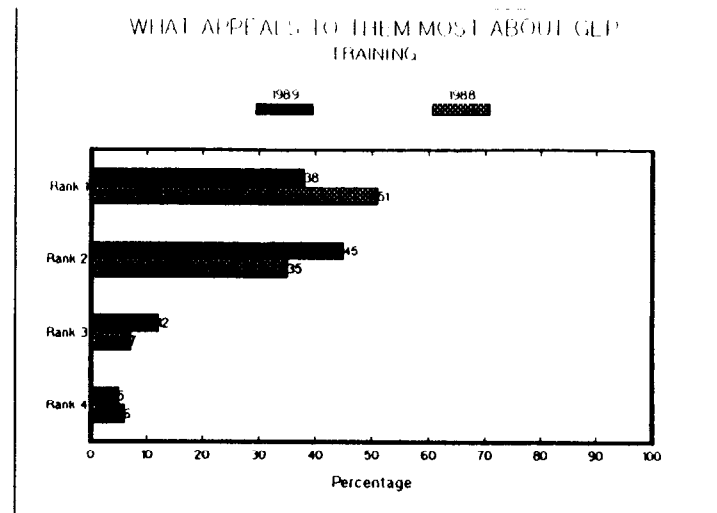
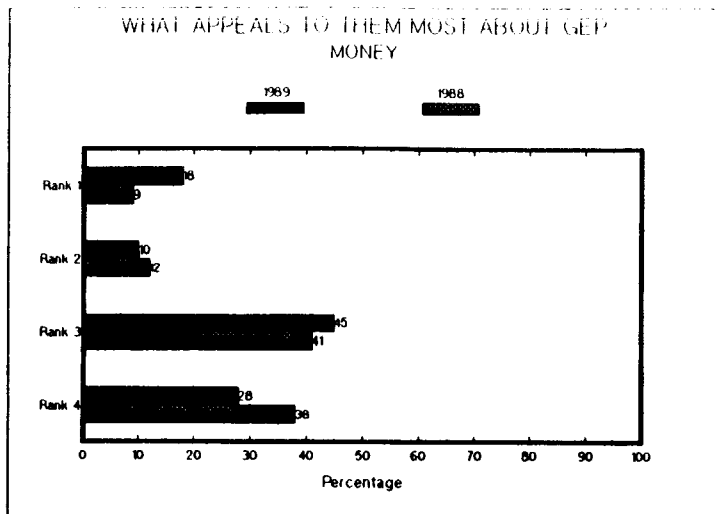


DOES THE FAMILY SUPPORT THE IDEA OF STARTING OWN BUSINESS

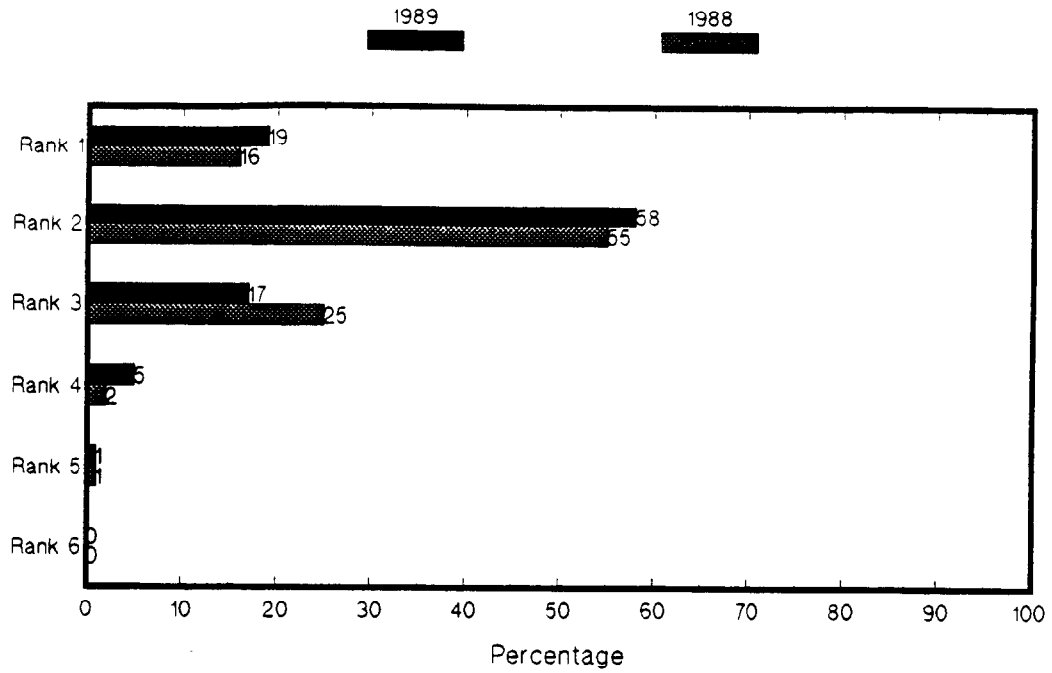


HELPED BY ANY OF THE FOLLOWING

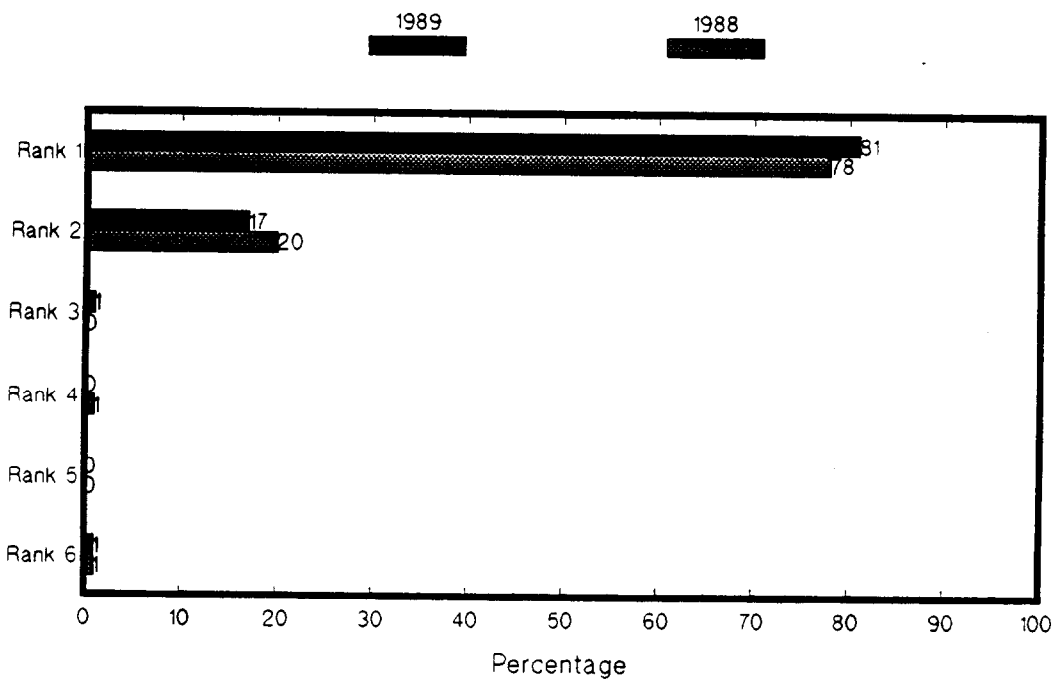




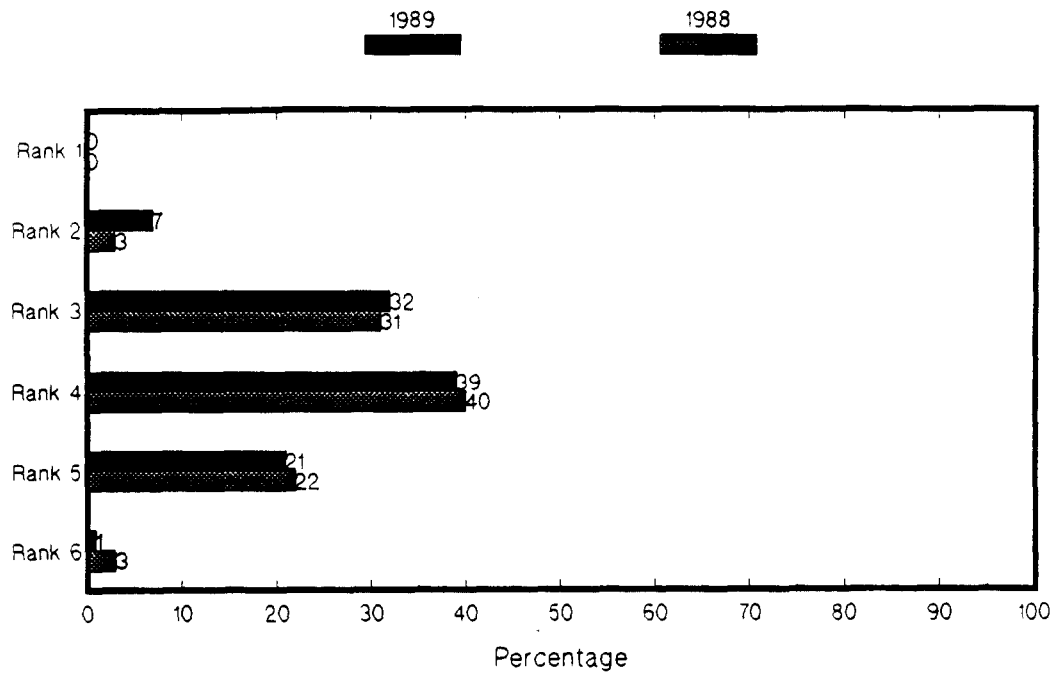
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS TO MAKE MONEY



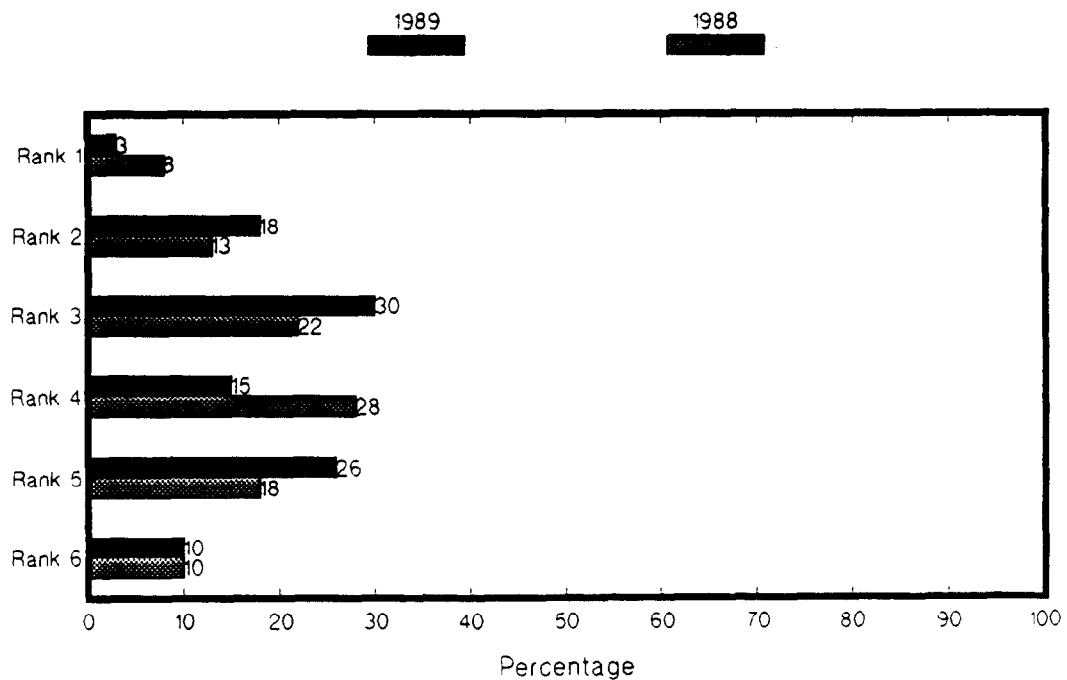
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS TO BE INDEPENDENT



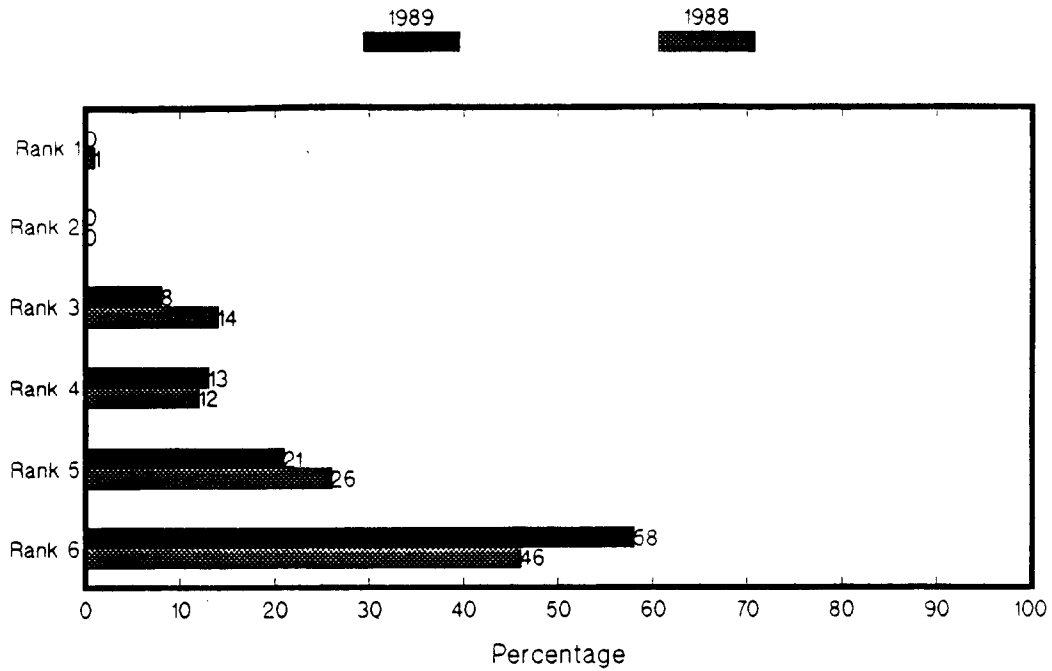
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
TO CREATE JOBS FOR OTHERS



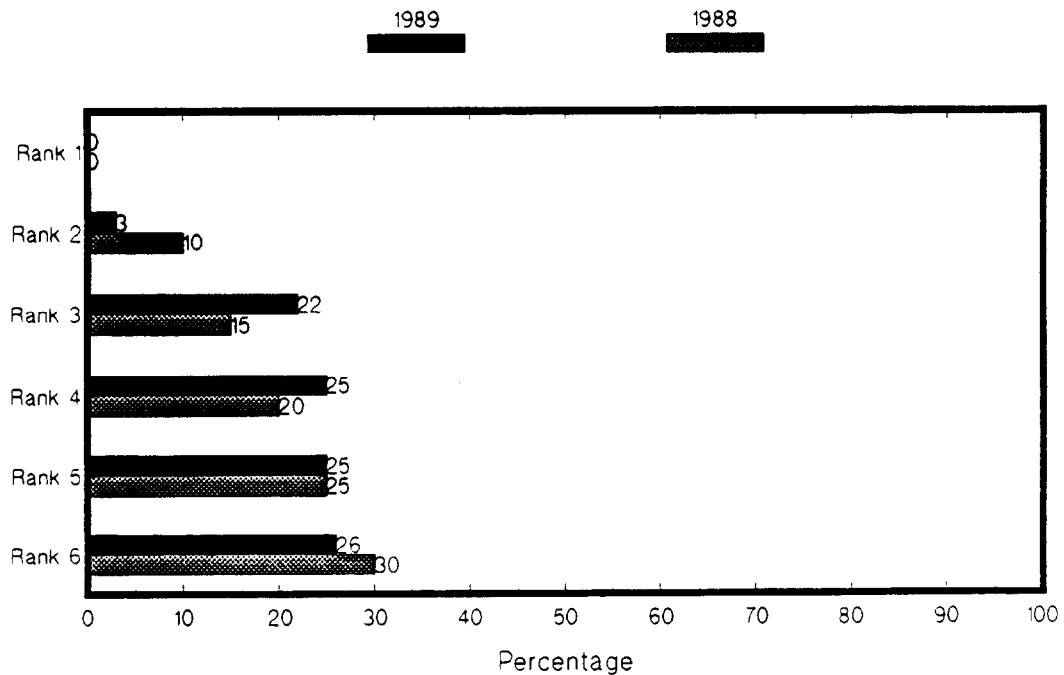
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
I CAN'T HELP IT I HAVE TO



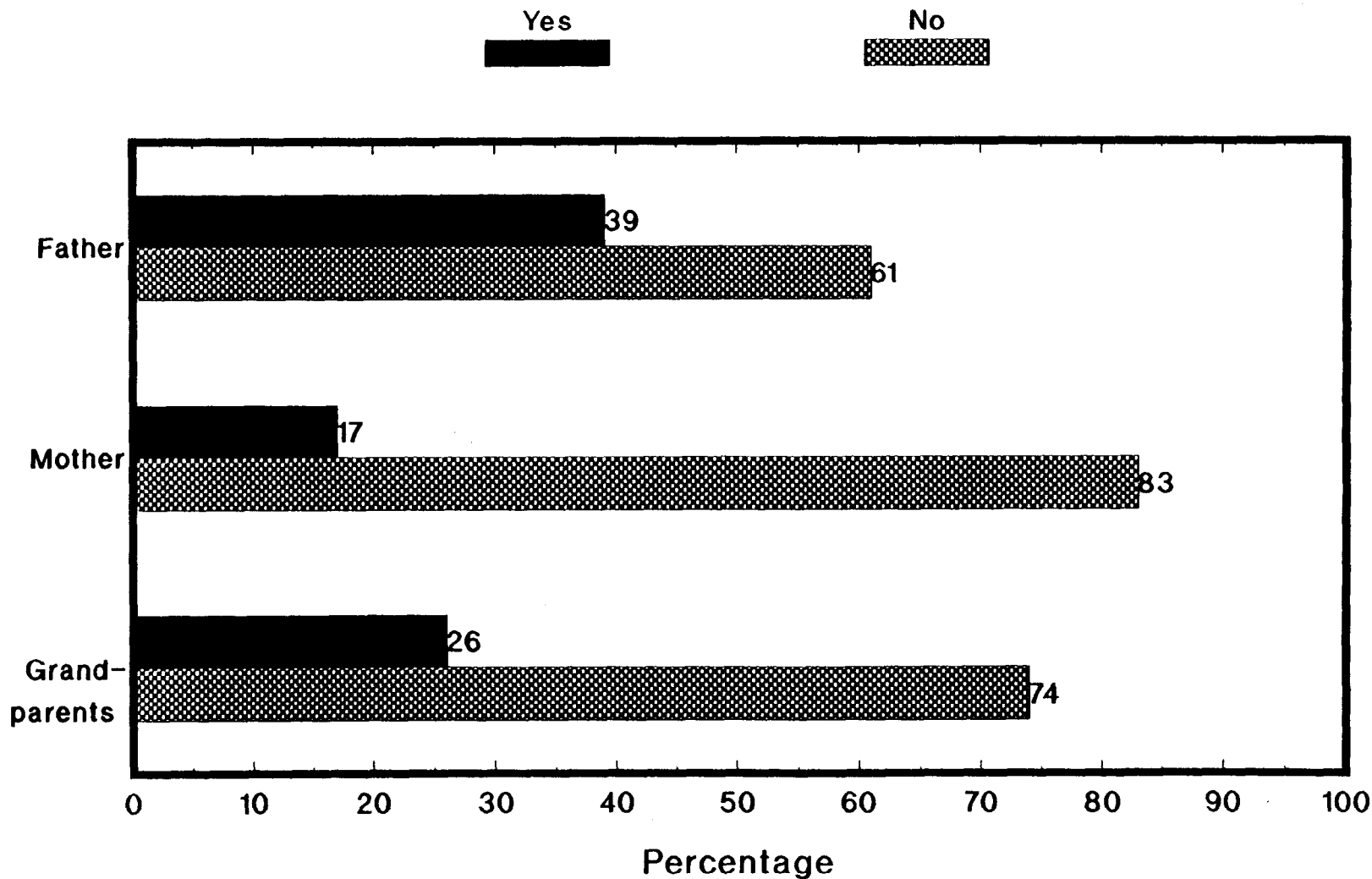
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
MY FRIEND HAS DONE IT



WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
POOR JOB OUTLOOK

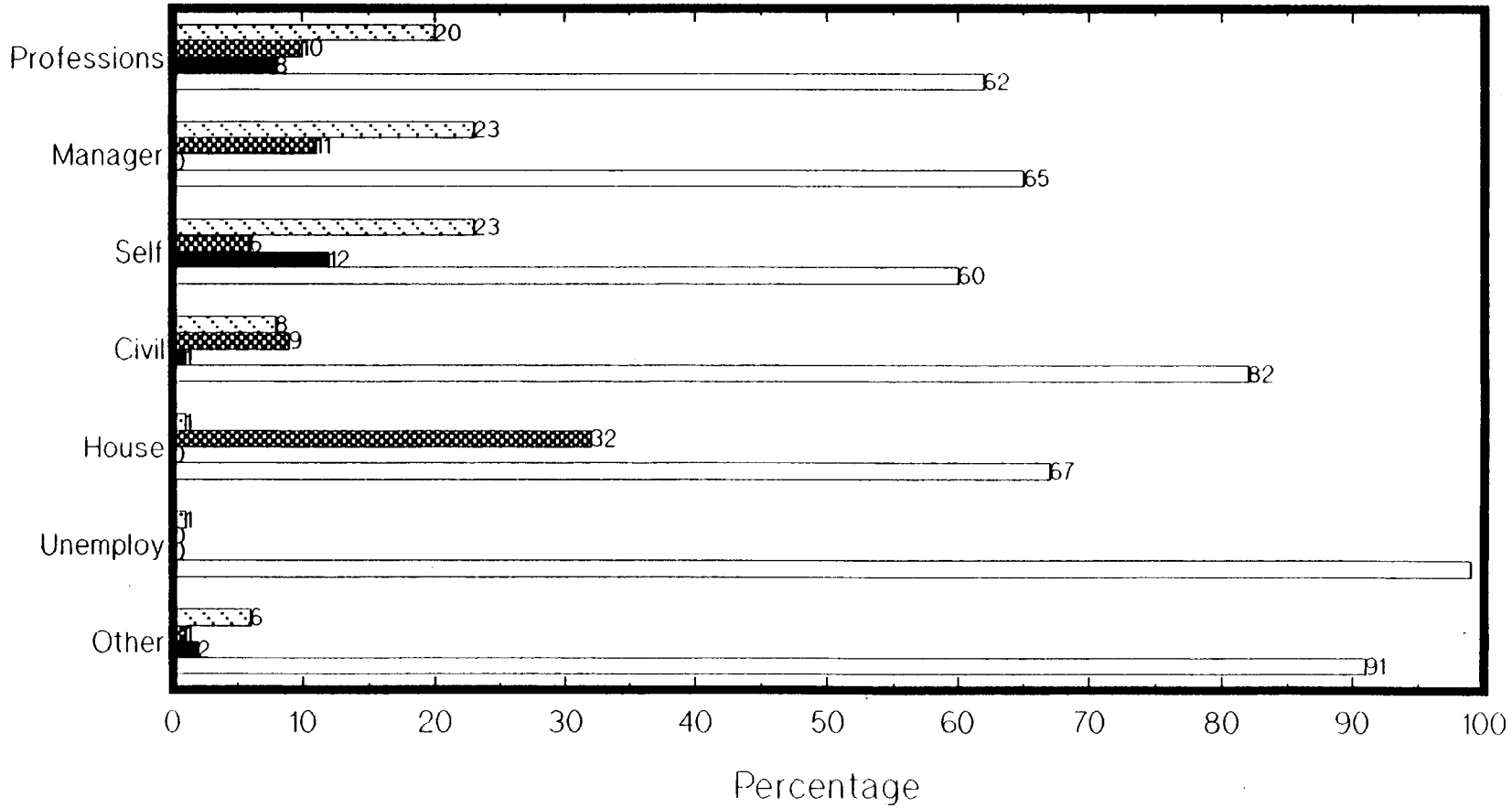


DO/DID ANY OF THE FOLLOWING RUN THEIR OWN BUSINESS



CLASSIFICATION OF PARENTS MAIN BACKGROUND

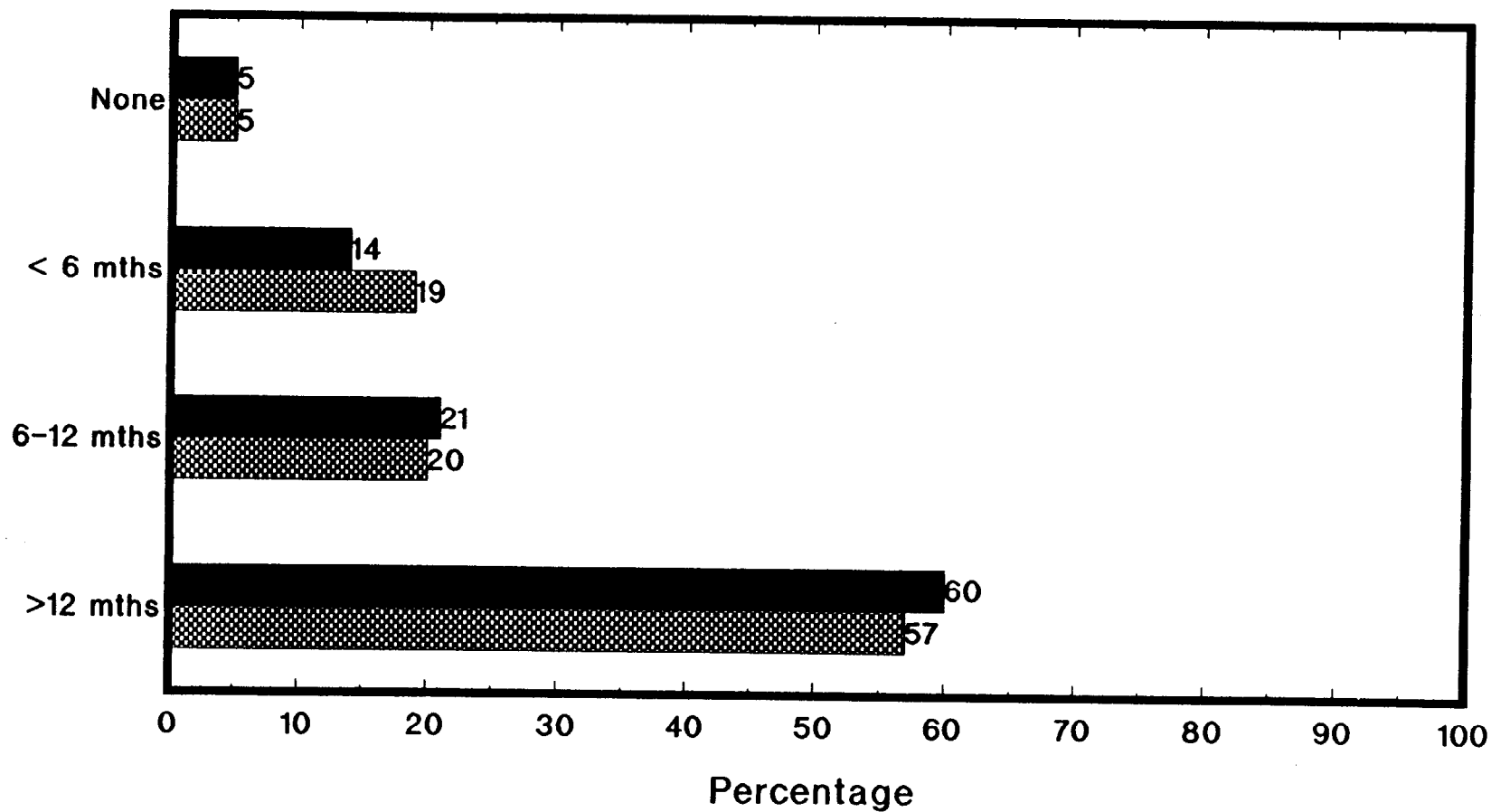
Father Mother Both No answer



BACKGROUND WORK EXPERIENCE

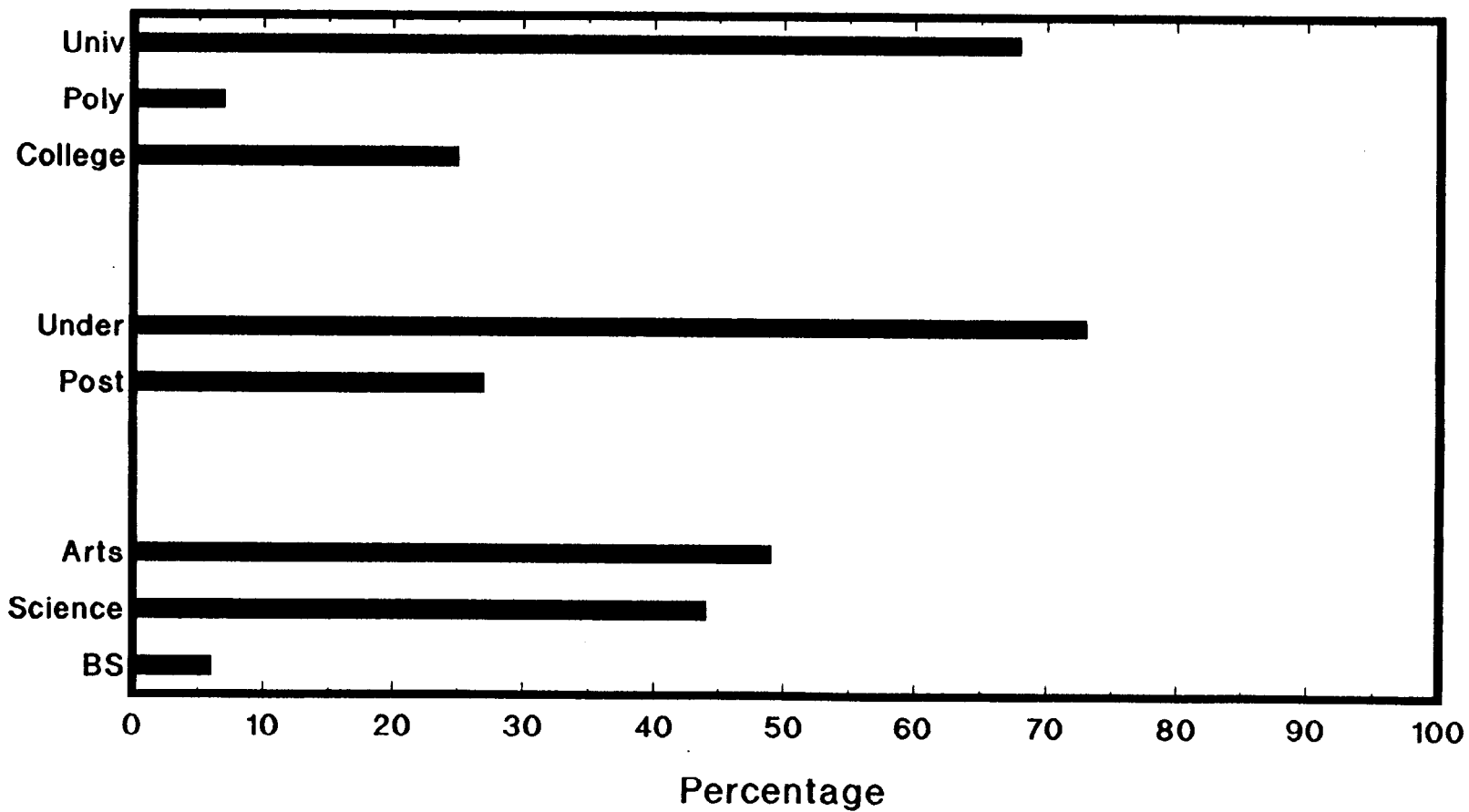
1989

1988

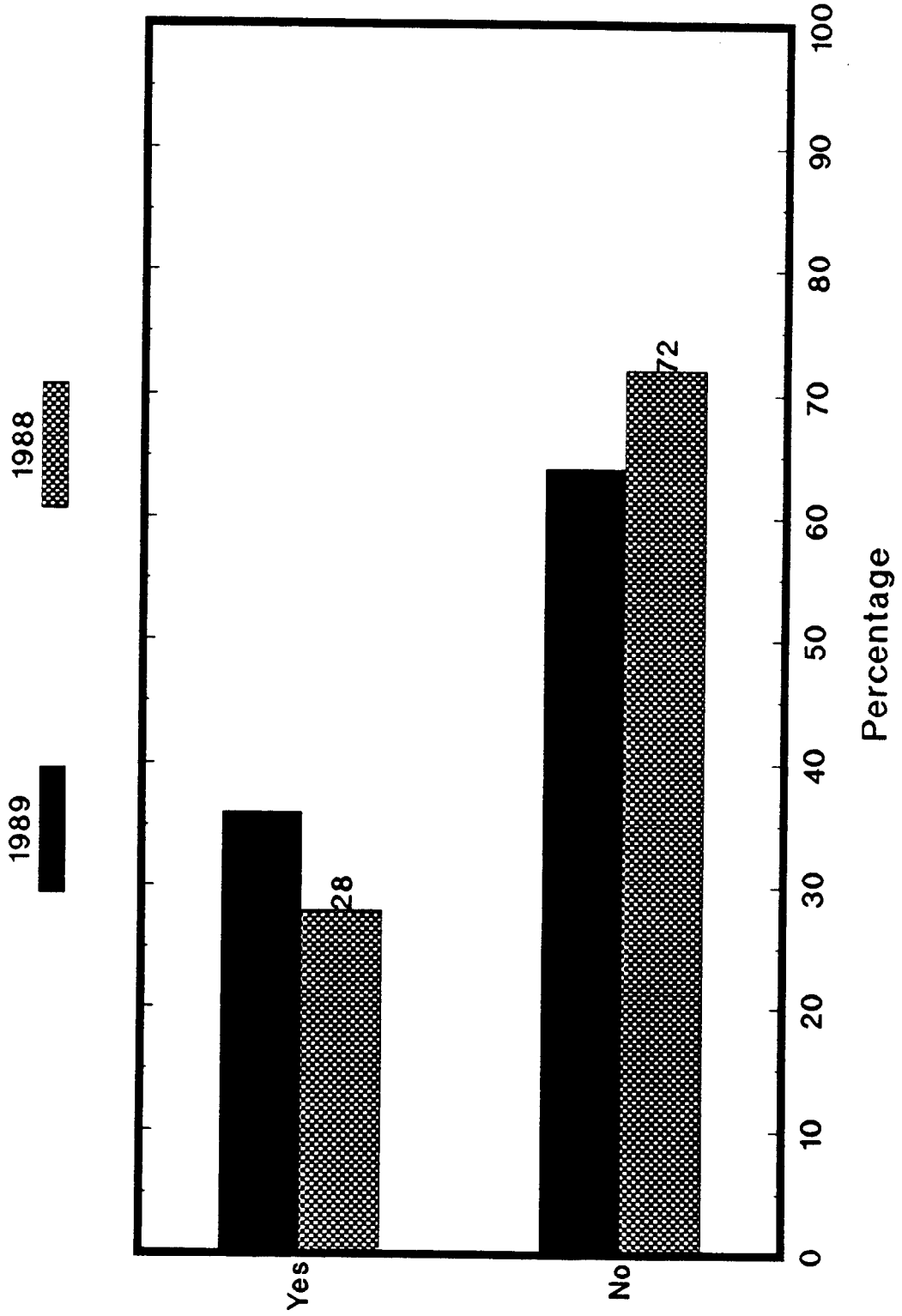


BACKGROUND EDUCATION

1989



RECEIVED AN OFFER OF A FULL-TIME JOB



GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (31st July - 5th August 1989)

THEME: BUSINESS PLAN AND WORKBOOK

K 1	0900-1030	1100-1230	1400-1530		1600-1730	1735-1830	EVENING WORK
N 39	Registration in Mitchell Hall	Introduction to Business Plan and Workbook (Robert Brown, Assign. 1 & 2)	Introduction to Accounting (Prof Paul Burns) Tour of Management Library		Venture Simulation Paul Barrow Leo & Andy	Group Meetings with Counsellors Paul Barrow, Chris McEvoy, John Hailey, Robert Brown	Pre-Dinner drinks with Counsellors. Complete Workbook Assigns. 1 and 2. Read Workbook Assigns. 2-5, Cranfield Bookshop Case 1 & Industry note & Gregson Pack Business Plan
S)	Turning your idea into a Business - Cranfield Bookshop (Robert Brown)	Products and services, customers and competitors (Robert Brown) Assigns 2-5	E.A.S. Lynette Holiday-Green	Report back on Assigns. 2-5 (Robert Brown)	G.E.P. 2 Visitor Michael Gregson Gregson Pack	SPORT (Football, volleyball, squash, tennis)	Complete Workbook Assigns. 2-5 Venture Simulation Group 1 (Leo and Andy) Read Workbook Assigns. 6-10
)	Marketing - 4 P's (Robert Brown) Assigns. 7-10	Groups report back on 4 P's. (Robert Brown)	Market Research and Market Segments (R. Brown) Assign. 6		Groups report back on Market Research and Assigns. 1-6. (Robert Brown)	Patents and Trademarks (J.F. Williams)	Complete Workbook Assigns. 7-10 Venture Simulation Group 2 (Leo & Andy) Read Scoops case and Connect Air Business Plan
RS)	The Marketing Plan - Scoops Case (Robert Brown)	Connect-Air Business Plan - Case (Robert Wright) (Robert Brown)	Promotional leaflet & P.R exercise (Robert Brown)		GEP visitors Selling Art (Honey Denny) Philip Waddell	SPORT	Prepare individual sales brochure and P.R. releases Venture Simulation Group 3 (Leo & Andy) Read Assigns. 15-17, Honey Denny Brochure
)	Individuals report back on promotional leaflet exercise (R.Brown & Hyde & Partners)	Sales Forecasting & sales exercise preparation (Robert Brown) Assign. 15	Profit & Loss & Cash Flow (Prof Paul Burns) Assign. 16-17		Groups report back on P & L Assigns. 16-17 (Paul Burns)	GEP Visitor Starting a wholesale food business (Simon Hersch)	Group Meetings with counsellors Complete Workbook Assigns. 15-17 Venture Simulation Group 4 (Leo & Andy) Read Assigns. 11-14)
3	Manufacturing & materials (Robert Brown) Assigns 11-12	People & other elements of strategy (Robert Brown) (Assigns. 13-14)	Starting a Restaurant (Martin Spooner) Spooners Restaurant		SPORT	SPORT	Complete Workbook Assigns 11-14 Read Assignments 17 - 24

GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (8th August - 13th August 1989)

WEEK 2	0900-1030	1100-1230	1400-1530	1600-1730	1745-1845	EVENING WORK
N 9	Balance Sheet (Paul Burns) Assign. 18	Getting your Financial Plan up on a Micro Computer (Leo Montoute and Andy Burnett)		Break-Even Analysis (Paul Barrow) Assign. 19	Group Meetings with Counsellors	Work with <u>Counsellor</u> Computer Studio work (Financial) Group 1 (Leo and Andy)
S 9	Selling Exercise 1 (Robert Brown and)			<u>GEP 1 Visitor</u> Manufacturing Kit Cars Mark Wooldridge	S P O R T	Computer Studio work (Financial) Group 2 (Leo and Andy) Read Assigns. 20 -23
D 9	Sources of Funds (Paul Barrow) Assign. 20	Advice on Funding (Nat West Bank) Bob Mungham	Book-keeping systems (Paul Barrow) Assign. 21	Business Structure and Controls (Paul Barrow) Assign. 23	<u>GEP 1 Visitor</u> History of Strida Bikes (Mark Sanders)	Computer Studio work (Financial) Group 3 (Leo and Andy) Read Assign. 22
RS 89	Time Management (Murray Steele)	Manufacturing & materials Revision (John Mapes or Mike Sweeney)	Marketing Controls (Robert Brown) Assign. 23)	<u>GEP 2 Visitor</u> Cleaning Carpets (Alfonso Peters)	S P O R T	Computer Studio Work (Financial) Group 4 (Leo and Andy) Read Assign. 24
89	Selecting Premises (Brown & Merry, Commercial estate agents (Stephen Taylor)	Insurance (Pauline Masters, & Karen Jones Bowring Financial Services)	Writing up and presenting your business plan (Robert Brown)	Group and individual meetings with Counsellors to review Business Plan tasks		<u>Supper with Counsellors</u>
89	Am I really an Entrepreneur? (Malcolm Harper)	<u>GEP 1 Visitor</u> Starting up a fashion business (Victoria Richards)	<u>GEP 2 Visitors</u> Making Pasta (Farshad Rouhani and Giancarlo Calderini)	S P O R T	S P O R T	

GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (6th September - 9th September 1989)

THEME: BANKERS PANELS

K 3	0900-1030	1100-1230	1400-1530	1600-1730	1735-1830	EVENING WORK
	RETURN 1ST DRAFT BUSINESS PLANS (TYPED) TO MICHELLE KENT <u>NO LATER THAN WEDNESDAY 30TH AUGUST 1989</u>					
	Registration in Mitchell Hall	Briefing on Bankers Panels & Photographic Sessions (Robert Brown)	Rehearse presentations for Bankers Panels with Counsellors Photo Sessions (see separate timetable)	S P O R T	Work on Business Plans (Presenting and revising)	
RS	BANKERS PANELS (Nat West Bank and Small Firms Service) →				Work on revising Business Plans and preparing Market Research plan	
PHOTO SESSIONS (Continued) →						
	Bankers Panels (Continued)	Advertising and Promotion (Hyde & Partners and R. Brown)	Legal Matters (Keith Lewington Shoosmiths & Harrison)	Legal Clinic (Keith Lewington)		GEP Re-union and Barbeque Venue: C.I.T. Social Club
	Briefing for Market Research (Robert Brown)	Finalise Market Research Budget plan and timetable (advise counsellors)				

GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (27th September - 30th September 1989)

THEME: THE GROWING BUSINESS

K 4	0900-1030	1100-1230	1400-1530	1600-1730	1735-1830	EVENING WORK
D 89		Registration in Mitchell Hall Read Body Shop Case	Market Research Feedback (Robert Brown)	Case: Body Shop (Prof. Paul Burns)	<p align="center">S P O R T</p>	Read Cranfield Bookshop (2) Scoops (3) Read Cowpact Ltd Case Read Shine Art Business Plan
IRS 89	Growing your Business Cranfield Bookshop (2) Scoops (3) (Robert Brown)	Case: Cowpact Ltd (Prof. Sue Birley)	Enterprise Agencies (Mr Alan Matthews)	Employing People (Chris Brewster)	<u>GEP 3 Visitor</u> Shine Art and Rehman Akhtar	Prepare Market Research Presentations Read Claridges Business Plan
89	Financial Info for Managing the Business (1) (Brian Warnes)	Financial Info for Managing the Business (2) (Brian Warnes)	Venture Capital Report (Lucius Carey)	Prince's Youth Business Trust (Michael Goodfellow)	Review Market Research with Counsellors	Dinner at Claridges Restaurant Bovingdon, Herts (coach) (GEP 2 Student - Sue Claridge)
89	Revise Market Research Plans	Hand in Revised Market Research Plans				

GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (25th and 26th September 1989)

THEME: COUNSELLING AND MARKET RESEARCH PRESENTATIONS

C 5	0900-1030	1100-1230	1400-1530	1600-1730	1735-1830	EVENING WORK
89		Registration in Mitchell Hall	Market Research Budgets (Robert Brown Colin Barrow)	Rehearse Market Research Presentations (Colin Barrow)	SPORT	
RS 89	MARKET RESEARCH PANELS (SMALL FIRMS SERVICE AND COUNSELLORS) (See timetable below)			FINCO Accounting Systems Revision (Paul Barrow)	Briefing for Exhibition (Robert Brown)	

GRADUATE ENTERPRISE PROGRAMME V TEACHING TIMETABLE (29th and 30th November 1989)

THEME: EXHIBITION SELLING

K 6	0900-1030	1100-1230	1400-1530	1600-1730	1735-1830	EVENING WORK
.89		Registration in Mitchell Hall	Exhibition Briefing (Robert Brown)	EXHIBITION ASSEMBLY		
RS .89	GEP V EXHIBITION (School of Management Forum)			Dismantle and clear stands	End of course dinner Spooners Restaurant, Woburn Sands Counsellors present (Coach departs Mitchell Hall at 19.30)	
19	Debriefing/Farewell (Robert Brown)					

