

# Challenging Self-employment

A two-session course, aimed at people considering self-employment and who need to develop their business ideas and perceptions of self-employment.

## Module 1

### **Topic 1 Introduction and discussion on self-employment**

The opening topic will introduce the participants and provide an open discussion on their perceptions of self-employment. The aim of this topic is to challenge the existing perceptions of the participants and open them to the opportunities of self-employment.

### **Topic 2 Generating Business Ideas**

The second topic will provide a forum for the generation of new business ideas. This will include the use of a number of techniques, including creative brainstorming, consumer observations, research etc. The aim of this topic is to encourage the participants to generate business ideas without imposing constraining factors that would otherwise limit the process.

## Module 2

### **Topic 3 Assessing Business Ideas**

This topic will introduce the participants to methods that will assist them in assessing the business ideas identified in Topic 2. The methods will include general means of assessment, such as SWOT analysis, market plotting, etc. and more specific means such as cost-benefit analysis, development cost analysis, etc.

### **Topic 4 Implementing Business Ideas and Becoming Self-employed**

The final topic will review the options available to entrepreneurs beyond the idea-generation process. For some, this will include a review of options such as patenting, licensing, self-employment, etc.

