EIP Week-2
(23 + 25 January 2024):
*Introduction to Business Plans &
Forming Effective Teams &
Reverse Engineering Mobile
Phone & Introduction to Public
Speaking & Introduction to
ArcGIS
Geospatial Analysis*

EIP Week 2: Teaching Objectives & Learning Outcomes: Finances, ArcGIS, & Hardware for Holographic Device

Main Topics, Required Readings, & Lecture Themes for the Week	In-Class Student and Course Organiser Tasks for Theme of the Week

(Reflect on Findings as a Team/Class on Tuesdays the Following Week during Weekly Discussions)

1. Disciplined Entrepreneurship, Pages 23-48
   - Market Segmentation
   - Understanding Target Customers
   - Brainstorming Market Segmentation
   - Potential Customers & Conducting Primary Market Research
   - Selecting a Beachhead Market

2. Development As Freedom, Page 35-86
   - The Ends and The Means of Development
   - Instrumental Roles of Freedom
   - Democracy and Political Incentives
   - Freedom and The Foundations of Justice
   - Well-being, Income, Resources and Freedom

3. Soul of a New Machine, Pages 66-102
   - Nurturing Geniuses in Teams (Chapter 4)
   - Tales of a Midnight Programmer (Chapter 5)

Ndali Liita EIP Lesson 2: Introduction to Business Plans & Applying Value Proposition &
Forming Effective Teams

Effective TeamWork Guest Speaker
Andrei Croiitor: https://www.linkedin.com/in/andreicroitor/

SENTIMENT Value Tracking Guest Speakers
Rayhan Bebeejaun : https://www.linkedin.com/in/rayhan-Beebeejaun/
Piotr Kram : https://www.linkedin.com/in/piotr-kram/
Jason George : https://www.linkedin.com/in/georgejm00

ArcGIS Guest Speakers
University of Edinburgh Information Services: https://edina.ac.uk/

Key Student Class Tasks for Week 2:
- Highlight Potentials for Individual Contributions to Team
- Unpacking the Objectives of Public Speaking Confidence
- Continue with Human Development Index: https://hdr.undp.org/data-center/human-development-index#/indicies/HDI
- Review of Disciplined Entrepreneurship Website: https://www.d-eship.com/
- Compare Contrast Disciplined Entrepreneurship with Business Model Navigator: https://businessmodelnavigator.com/explore

Hardware and Software Labs for Week-1:
- Tuesday Lab : Introduction to Microsoft TEAMS & WordPress Continued
- Thursday Lab 1: Introduction to ArcGIS
- Thursday Lab 2: Smartphone Dissection - Raspberry Pi Introduction – Grove Ecosystem – Touchscreens -Switches and LED's lab