

THE BUSINESS BUILDER PROGRAMME

In collaboration with Enterprise4Good, UCL School of Management and Fashion Business School, London College of Fashion, UAL have developed a 6-week programme designed to support entrepreneurs or small businesses based in east London.

The Business Builder Programme will be taught in-person with sessions commencing on 30 April 2025 and involving visits to London College of Fashion's east London campus and UCL East in Stratford.

Participants will gain a sound understanding of the entrepreneurial mindset, as well as the tools to develop an effective marketing strategy and interpret financial metrics to make data-informed decisions.

This programme is suitable for local east London small and medium enterprises (SMEs), who are based within east London and have been trading for at least one year and have a minimum of 1-4 employees. The Business Builder programme has been designed to include start-ups, as well as micro and small SMEs.



THE SCHEDULE

Session 1: Understanding the Entrepreneurial Mindset
(in-person at LCF) - Wednesday 30 April, 14:00-17:00.

Session 2: Exploring Purpose and Values (in-person at UCL East)
Wednesday 07 May 2025, 14:00-17:00.

Session 3: Using Financial Metrics (in-person at UCL East)
Wednesday 14 May, 14:00-17:00.

Session 4: Developing a Marketing Strategy (in-person at LCF)
Wednesday 21 May, 14:00-17:00.

Session 5: Reviewing Organisational Capacity (in-person at LCF)
Wednesday 28 May, 14:00-17:00.

Session 6: Reviewing and Implementation (in-person at UCL East) -
Wednesday 04 June, 14:00-17:00.

Find out more about the
Business Builder Programme
and apply today!



Unable to scan the QR code? Visit the [UCL School of Management website](#).