

## **Week 5: Risk and Uncertainty**

### **Before Wednesday 9 December**

Preparatory activities before session on Wednesday 9<sup>nd</sup> of December

- Watching web lectures
  - Risk and Uncertainty
  - Dealing with risk: causal approach
  - Optional: watch lecture on Affordable loss again as explained in week 1
- Read Case Senz Umbrellas and prepare the following.
  - In the previous week, we discussed the commercialization strategy of Senz Umbrellas. This week we continue with the case and focus our attention to risk and uncertainty. What were the key risks and uncertainties facing Senz Umbrellas?
  - Use the Oncourse forum to list your answer. All students are required to contribute to this discussion before Tuesday 8<sup>th</sup> of December, 18:00
- Read papers on affordable loss:
  - Chapter 11 in the course hand book by Paul Burns

### **Wednesday 9 December**

Discussion of Senz Umbrellas

### **Before Friday 11 December**

Preparatory activities before session on Friday 11<sup>th</sup> of December:

- Read the assignment of week 5
- On this Friday no formal teaching activities are organized but presence is required. Students can use the available time to work on their assignments. Coaches will be available to answer any questions you may have relating to this week.

### **Follow-up: Deadline is 18 December**

Follow-up activities relating to week 5

- Assignment related to week 5: submission deadline is 18<sup>th</sup> of December