

Entrepreneurship

DESCRIPTION:

Entrepreneurship introduces the business concepts to the students. The course is designed to enhance the students' knowledge about new venture startups and managing an existing business enterprise. Thus, the emphasis is on developing entrepreneurial culture among the students, so that they appreciate entrepreneurial values in their life. Students will be exposed to the fundamentals of entrepreneurship. This includes history, concepts, theories and personal development as a successful entrepreneur; along with the various planning and analysis involved in managing a business enterprise.



OBJECTIVES:

The active participants will develop an understanding and demonstrate knowledge of;

- Explain the concepts of entrepreneurship and explore creativity and innovation for new venture development;
- Identify the emerging world of entrepreneurship and entrepreneurial revolution throughout the world;
- Acquire the methods of assessing new venture opportunities and conducting the

TRAINING CODE:

ENTE15

DURATION:

15 Hours

MODE OF DELIVERY

- Formal Lectures
- Open Discussions
- Exercises
- Experiential activities

DESIGNED FOR:

This course is suitable for

Level 03 & 04

assessment;

- Explain the legal structures (types) of business organizations; and
- Develop awareness of business valuation and the harvesting strategies that can be implemented.

OUTLINE:

- The entrepreneur
- Creating and engineering entrepreneurial vision and mission
- Creating entrepreneurship strategies
- Entrepreneurial intentions and corporate entrepreneurship
- Assessment and evaluation of entrepreneurial opportunities
- Preparing strategic and business plans
- Financial preparation and seeking business funding for new ventures
- Managing entrepreneurial growth
- The dimensions of business growth
- Leadership, power and motivation in the entrepreneurial venture

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