

CERTIFICATE IN ENTREPRENEURSHIP

Aim: Not all university graduates are job-seekers. Many want to be their own boss. This course aims to empower participants with innovative and creative skills to be successful entrepreneurs .

- **Learning Outcome:** Upon completion of the course, you will be able
 - To start your own business in chosen industry.
 - To offer innovative solutions to solve business problems.
 - To communicate and negotiate effectively with various stakeholders.
 - To apply entrepreneurial skills to mobilize people and resources to enhance income and profit levels.
 - To develop key traits of success such as resilience and persistence to overcome challenges.

- **Target Audience:**

Suitable for university/college students who pursuing their studies in the Arts and Social Science programs.

Contents

Day 1: Entrepreneurial Skills in Action

- Developing an Entrepreneurial Mind-set
- Innovation, Creativity and Commercialization
- Techniques for Development of New Ideas
- Different Forms of business

Day 2: Marketing for Entrepreneurs

- The 4Ps of Marketing for new ventures
- Market Segmentation
- Crafting a Unique Market Position
- Sales Budgeting
- Case study 1

Day 3 : Building New Ventures Skills

- Strategies for creating a new venture Team
- Intellectual Property and Legal Issues
- Start Up Capital
- Sources of Personal and Debt and crowd funding
- Managing People Skills
- Case Study – 2

NOTE: All exercises will be done in class