

## Professional Certificate in Entrepreneurship

**Aim:** The aim of this course is to equip participants with specialised skills that can help expand and grow their business.

- **Learning Outcome:** Upon completion of the course, you will be able
  - To prepare a professional business plan
  - To analyse and evaluate the legal implications of decisions affecting a business.
  - To be able to carry out financial analysis and evaluate implication of different types of costs in decision making.
  - To expand business using Conventional Methods, Online and E-Commerce platforms.

- **Target Audience:**

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

## Contents

### **Day 1: Financial and Legal Skills for Entrepreneurs**

- Financial Analysis Skills
- Management Accounting skills
- Dealing effectively with core legal issues
- Obtaining Business Licence and Permits

### **Day 2 : Digital Marketing, Advertising and E-Commerce.**

- Social Media Marketing in Action
- Preparing effective marketing advertisements for Social Media
- Digitalization of business, online payment and platform.
- Effective Advertising Strategies
- Case Study 1

### **Day 3: Business Plan ,Competitor Analysis and Expansion.**

- Writing effective Business Plans
- SWOT Analysis
- Dealing with Threat of New Entrants
- Analysing Competitors
- Opportunities in Local Markets
- Opportunities in Global Markets.

**NOTE:** All exercises will be done in class