

ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT INTERNATIONAL PROGRAM
2016 COURSE CONTENT

WEEKS	MODULES	COURSE CONTENT	FACILITATOR / MENTOR
WEEK 1	MODULE 1 THE ENTREPRENEUR AND THE STARTUP JOURNEY	<ul style="list-style-type: none"> - Who is an entrepreneur • Types of Entrepreneurs • Characteristics of a successful entrepreneur • PRACTICAL ASSESMENT / WORK SHEETS: How to know being an entrepreneur is what you want - Fundamentals of a startup company • What is a startup company • Characteristics of successful startup companies • Common challenges faced by startup companies 	
WEEK 2	MODULE 2 BUSINESS IDEA DEVELOPMENT	<ul style="list-style-type: none"> - Identifying the wining idea • The problem-oriented idea • The solution-providing idea • PRACTICAL ASSESMENT / WORKSHEETS: Idea testing - How know your idea will succeed 	
WEEK 3	MODULE 3 STARTUP BUSINESS PLANING	<ul style="list-style-type: none"> - Startup planning <ul style="list-style-type: none"> • Effective market segmentation • Competition and comparative advantage • Customer prospection and sampling - Understanding the attributes of an efficient product - PRACTICAL ASSESMENT / WORKSHEETS: How to ensure that customers will consume your product 	
WEEK		<ul style="list-style-type: none"> - The marketing mix: <ul style="list-style-type: none"> • the 4P model • The 4C model • Pricing strategy and the profit logic - Business scoping and key partner identification 	

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4		<ul style="list-style-type: none"> - Developing an efficient business model - PRACTICAL ASSESMENT / WORKSHEETS: Testing your business model and its unit economics. 	
WEEK 5		<ul style="list-style-type: none"> - Competition, Branding and market positioning • Developing a unique brand • Successfully pitching your brand • Building a robust brand channel and feedback response • Goods and services packaging • PRACTICAL ASSESMENT / WORKSHEETS: Testing cognitive impact of your product and services 	
WEEK 6	MODULE 4 STARTUP BUSINESS FORMATION	<ul style="list-style-type: none"> - Team building • Human capital identification and development • Strategic partnerships and advisory board composition • Startup company vesting • Compensation planning • Recruitment pitching • PRACTICAL ASSESMENT / WORKSHEETS: How to ensure you have a team with the complete set of skills for your startup 	
WEEK 7		<ul style="list-style-type: none"> - Professionalism and business ethics • Business incorporation • Legal requirements • Startup business contracts and licenses • Important business documents and startup toolkit. • PRACTICAL ASSESMENT / WORKSHEETS: Checklist of all business documents 	
WEEK 8		<ul style="list-style-type: none"> - Internal business structuring • Effective compliance mechanisms • Preparing and organizing business meetings • Daily, weekly and monthly action plans • PRACTICAL ASSESMENT / WORKSHEETS: How to ensure your internal business environment is risk free, 	

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WEEK 9		<ul style="list-style-type: none"> - Strategic networking • Building and developing a business / professional network • Engaging your professional network in your activities • Partnerships <p>PRACTICAL ASSESMENT / WORKSHEETS: How to involve your partners in your activities</p>	
WEEK 10		<ul style="list-style-type: none"> - Investments and risk mitigation • Needs assessment and identify potential investors • Private investment • Company valuation • Startup equity dilution • PRACTICAL ASSESMENT / WORKSHEETS: How to maximize startup investments 	
WEEK 11	<p>MODULE 5</p> <p>STARTUP CAPITAL AND FINANCIAL RESOURCES</p>	<ul style="list-style-type: none"> - Fundamentals of fund raising • The types of startup financing (business angels, venture capitalists etc) • Identifying potential sources of finance • Fund raising events organizational skills • Secret of obtaining bank loans without collaterals - Some sources, links and websites to assist startups secure financing for their businesses • PRACTICAL ASSESMENT / TEST: Planning a fundraising event for your business idea 	
WEEK 12		<ul style="list-style-type: none"> - Summary of the business plan • Preparing the complete business plan • Pitching business plan before a jury - Course evaluation - Close of entrepreneurship program and certification. 	