

Entrepreneurship

Online, 8-week short course by MBSE



DETAILED COURSE OUTLINE

Module 1: Enhance your Entrepreneurial Abilities

Explore various concepts essential to entrepreneurial success. Identify the dangers of old paradigms, and how to challenge them by asking questions and by broadening your frame of reference. Use trusted techniques for generating multiple business ideas.

Module 2: Assess the Viability/Feasibility of a Business Opportunity

Learn the techniques to select viable and feasible business ideas and to assess the profitability of the best business opportunity. Screen the business ideas you generated in Module 1, and conduct first a preliminary feasibility assessment, and then apply cost effective and practical market research procedures to comprehensively assess viability.

Module 3: How to Manage your Marketing Actions

Focus on winning marketing strategies, principles and techniques.

Module 4: Understand and Recognise the Modern Business Environment

Learn how to maintain continuous awareness of important developments in the technological environment. Identify how technology can help your business. Understand your business within the context of the modern economy.

Module 5: The Strategic Positioning of a New Business Opportunity

Discover the historical patterns that reveal the difference between success and failure. Internalise the impact of strategic leadership on the effectiveness and efficiency of an organisation. Formulate a winning strategy for your business.

Module 6: How to Manage your Marketing Actions

Create a bankable business plan and implement it in practice.

Module 7: How to Manage your Marketing Actions

Master financial management tools to optimise the management of capital within your business. Learn how to maintain a healthy cash flow to sustain value maximisation and growth.

This course also includes the excellent ebook *Wake-Up: Unleash That Entrepreneur Within*, along with free access to the MBSE *Understanding POPIA* short course.

Read more, ask questions, or book your course now, at Skillfully.co.za