

Central International University-CIU
Diversity Learning Institute-DLI
Twikatane e.V Germany

Entrepreneurship and Business Management
Course Duration: 3 to 6 Months

Course Outline

Module 1: Introduction to Entrepreneurship and Business Management

Module 2: Identifying Business Opportunities

Module 3: Business Planning

Module 4: Financial Management and Accounting

Module 5: Marketing and Sales Strategies

Module 6: Human Resources Management

Module 7: Legal and Regulatory Considerations

Module 8: Risk Management and Business Sustainability

Module 9: Business Ethics and Social Responsibility

Course Objectives

1. Develop entrepreneurial mindset: The course aims to cultivate an entrepreneurial mindset among participants, fostering creativity, innovation, risk-taking, and opportunity recognition. Students learn to think critically, identify business opportunities, and develop an entrepreneurial mindset necessary for starting and running a business.
2. Understand business fundamentals: The course provides a foundation in business management principles and concepts. Students learn about various functional areas of business, including marketing, finance, operations, human resources, and strategic planning. The objective is to equip participants with a broad understanding of the key aspects of running a business.
3. Learn business planning and strategy: Participants are taught how to develop comprehensive business plans and strategies. They learn to conduct market research, analyze competition, define target markets, and create effective marketing and sales strategies. The objective is to enable students to develop a strategic vision and roadmap for their business ventures.
4. Acquire financial management skills: The course covers financial management aspects such as budgeting, financial analysis, cash flow management, and financial forecasting. Participants learn how to read financial statements, make informed financial decisions, and understand the financial health of a business.
5. Develop leadership and management skills: The course aims to enhance participants' leadership and management abilities. They learn about effective communication, team building, decision-making, and problem-solving. The objective is to equip students with the skills necessary to lead and manage teams in an entrepreneurial or business setting.
6. Understand legal and regulatory aspects: Participants gain knowledge of legal and regulatory frameworks relevant to starting and operating a business. This may include topics such as business registration, intellectual property rights, contracts, employment laws, and compliance with government regulations.
7. Explore marketing and sales strategies: The course delves into marketing principles, branding, market segmentation, product/service development, and customer relationship management. Participants learn how to develop effective marketing and sales strategies to attract and retain customers.

8. Foster networking and entrepreneurial connections: The course often provides opportunities for networking and building connections with fellow participants, entrepreneurs, industry experts, and mentors. Students are encouraged to expand their professional networks and leverage these connections for future collaborations and opportunities.
9. Develop an entrepreneurial action plan: Towards the end of the course, participants may be required to develop an entrepreneurial action plan or a business proposal. This allows them to apply the knowledge and skills acquired throughout the course to a practical business idea or scenario.

“welcome to the course. With us, you will surely succeed!”