

# Short Course in Entrepreneurship 101

Wouldn't it be nice to be your own boss, work on your own schedule, and make money doing something that you're passionate about? Millions of people around the world are living that dream and running their own business. This course will teach you the basics of entrepreneurship. You'll consider if entrepreneurship is right for you and learn the basic steps of creating your own business. At the end of the course, you'll have a solid foundation to start your entrepreneurial journey.

## What Will Students Learn?

- ✓ Assess your own entrepreneurial capabilities
- ✓ Outline and evaluate a business and product idea
- ✓ Identify your target market and customers
- ✓ Develop your value proposition
- ✓ Understand different types of business ownership and structures
- ✓ Evaluate franchising and business purchasing opportunities
- ✓ Create key business planning documents
- ✓ Create financial projections for your business and gather funding
- ✓ Create a product development plan, marketing plan, & sales strategy
- ✓ Identify ways to protect your intellectual property
- ✓ Describe effective ways to brand your product
- ✓ Launch and grow your business
- ✓ Demonstrate the behaviors of an entrepreneurial leader
- ✓ Find appropriate resources to help you on your journey

## What Topics are Covered?

- ✓ Global Business strategy
- ✓ Business Communication
- ✓ Business Leadership
- ✓ Business Management Process
- ✓ Risk Management
- ✓ Intrapreneurship
- ✓ Entrepreneurship
- ✓ QuickBooks
- ✓ Knowledge Management
- ✓ Human Resources

## What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

## Pre-Registration Information

Yes! I would like to attend the short Course in **Entrepreneurship 101!**

Sign me up for the following session: January 2019

- 310 OAK Avenue, NBS Building 3<sup>rd</sup> Floor Randburg.
- Period : 6 months

- All Training are from 9:00 a.m. until 2:30 p.m.
- Cost: R 8000 per person. Or Deposit :**R 2500** and R **1100** for **5 months**
- **Cornerstone Accreditation: SETA: 12255** and **BANKSETA: Bank-Corne180502.**

## Banking Details

- **Bank Account** : Cornerstone Supreme
- **Bank** : FNB
- **Account N°** :62653109283
- **Reference** : use your name as a reference



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