

ENTREPRENEURSHIP AND INNOVATION

OBJECTIVES OF THE PROGRAMME

This short learning programme aims to equip the participant to be able to successfully identify and assess his/her own opportunities and to write a business plan for a new opportunity.

LEARNING OUTCOMES

By the end of the programme, participants should be able to:

- Identify and determine what entrepreneurs need to know about the critical driving forces in a new venture's success
- Critically assess how successful entrepreneurs and investors create, find and differentiate profitable and durable opportunities from just "another good idea", and how opportunities evolve over time
- Estimate and determine the necessary financial and non-financial resources needed for new ventures, identify the criteria used to screen and evaluate proposals, the attractiveness and risk, and how to obtain start-up and early growth capital
- Determine the critical tasks to be accomplished, the hurdles to overcome during start-up and early growth, and what has to happen to succeed
- Apply the Venture Opportunity Screening Techniques to an actual start-up idea, and subsequently, be able to develop and prepare a business plan suitable for guiding start-up, attracting financing and realizing an eventual harvest
- Craft and prepare a personal entrepreneurial strategy to identify relevant issues, requirements and trade-offs

PROGRAMME OUTLINE

- Importance and scope of entrepreneurship in South Africa
- The fundamental concepts of entrepreneurship
- Opportunity Screening: The driving forces of successful new venture creation
- Intrapreneurship: Referring to the need for entrepreneurship in big companies
- Opportunity Screening – identifying and presenting an original opportunity
- Innovation and commercialization
- The writing of a business plan
- Creating an entrepreneurial team
- Determining the amount of capital / resources needed to start a business
- Assessing the various sources of funding, focusing on debt and equity



Who Should Apply?

This short learning programme is recommended for executives, managers, planners and analysts or any individual who wants to start his/her own business. The rapidly changing business environment demands that all businesses, big and small, new and old must develop an entrepreneurial culture to deal with the challenges of change.



Duration

6 Weeks



Mode of delivery

Public intakes: Online

In-house intakes: Online, Face-to-Face or Blended Learning



Resources

- All resources and study material will be available on the learner management system upon registration of the programme
- Participants need to have access to a laptop or desktop computer and secure internet connection
- All virtual sessions will be presented on the learner management system, unless otherwise communicated



Endorsement

- After the successful completion of the programme, a participant will receive a certificate issued and endorsed by the UFS
- All short learning programmes can be customised and offered on an in-house basis
- Academic level: 5
- Learning hours: 200



Enquiries

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