

# ENTREPRENEURSHIP & 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 opportunity and to write a business plan for the 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 success
- Critically assess 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 Attend?

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.

### Mode of delivery:

Face to face OR Online

### Duration: Face to Face



2 Days

### Duration: Online



4 Weeks

### Accreditation:

- Short learning programmes are accredited with the UFS and recognition to predefined formal programmes is available through Recognition of Prior Learning (RPL).
- All short learning programmes can be customised and offered on an in-house basis.
- Credits: 20 Credits
- NQF level: 5

### Enquiries:

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