EXECUTIVE PROGRAMME IN ENTREPRENEURSHIP DEVELOPMENT FOR SUSTAINABLE BUSINESS GROWTH

Introduction

Entrepreneurship is a key driver of economic growth, innovation, employment creation, and sustainable development. However, many entrepreneurs and SMEs face challenges such as limited access to markets, weak financial management, low productivity, inadequate planning, and changing business environments. The Executive Programme in Entrepreneurship Development for Sustainable Business Growth equips participants with practical knowledge, tools, and strategies to establish, manage, grow, and sustain successful enterprises. The programme combines internationally recognized enterprise development principles, including concepts from the International Labour Organization's Start and Improve Your Business (SIYB) methodology, with practical business management approaches to strengthen enterprise performance, competitiveness, and long-term sustainability. Participants will gain hands-on skills in opportunity identification, business planning, financial management, marketing, productivity improvement, innovation, and business growth while developing a practical Enterprise Growth Action Plan that can be implemented immediately.

Course Objectives

- Develop an entrepreneurial mindset.
- Identify and evaluate business opportunities.
- Design sustainable business models.
- Prepare practical business plans.
- Improve financial management.
- Develop effective marketing strategies.
- Increase enterprise productivity.
- Apply innovation for business growth.
- Strengthen enterprise resilience.

- Develop an Enterprise Growth Action Plan

Course Modules

> Module 1: Entrepreneurship and Enterprise Development
- Understanding entrepreneurship
- Enterprise development concepts
- The entrepreneurial mindset
- Characteristics of successful entrepreneurs

> Module 2: Opportunity Identification and Business Ideation
- Opportunity recognition
- Market gap analysis
- Customer problem identification
- Business idea validation

> Module 3: Business Model Development
- Value proposition
- Business Model Canvas
- Customer segments
- Revenue streams

> Module 4: Business Planning and Strategic Growth
- Business planning
- Goal setting
- Growth strategies
- Risk analysis

> Module 5: Financial Literacy for Entrepreneurs
- Financial management basics
- Costing
- Pricing
- Budgeting

> Module 6: Cash Flow and Profitability
- Cash flow management
- Record keeping

- Break-even analysis
- Profit improvement

> Module 7: Marketing for Business Growth
- Branding
- Customer acquisition
- Customer retention
- Sales strategies
- Digital marketing fundamentals

> Module 8: Productivity and Business Performance
- Productivity improvement
- Process optimization
- Performance measurement
- Business efficiency

> Module 9: Innovation, Sustainability and Business Resilience
- Innovation
- Business resilience
- Sustainability
- Digital transformation
- Risk management

> Module 10: Enterprise Growth Action Planning
- Business diagnostics
- Growth planning
- Action plan development
- Implementation roadmap
- Monitoring business performance