



UNIVERSITY OF  
KWAZULU-NATAL<sup>TM</sup>  
INYUVESI  
YAKWAZULU-NATALI

**EXTENDED  
LEARNING**

## Essentials for Business Start-Ups



Durban

OUR WORLD IS CHANGING... SHOULDN'T YOU?



# Essentials for Business Start-Ups

## Programme overview & objectives:

The purpose of this programme is to equip entrepreneurs with the knowledge, skills and attitudes to successfully run small businesses within their communities. This course examines the fundamentals of business with a focus on developing a business plan, in order to provide delegates with the confidence to become successful entrepreneurs.

## How you will benefit. You will learn to:

- Develop a knowledge of entrepreneurship and business
- Implement the leadership, business and management skills entrepreneurs require to start, grow and develop their businesses
- Develop an understanding and appreciation of entrepreneurial attitudes and enterprising behaviour as manifested in risk taking, innovation and creative problem solving

## Key focus areas:

- Am I an entrepreneur? Exploring entrepreneurial attributes, thinking and behaviour
- Understanding the entrepreneurial process model of the opportunity, the resources and the team and the appropriate fit and balance required to develop an idea into a feasible business
- Using the Business Model Canvas to map the opportunity into a venture
- Business fundamentals of marketing, operations, human resources and financing
- Understanding the Business Plan
- Project Management

## Who should attend:

This course is aimed at entrepreneurs who are involved in or will be considering starting their own business in the future.

## Entrance requirements:

None

## Programme fee:

The programme fee of R4 950 (incl. VAT) covers tuition, instruction material, lunches and refreshments

## Facilitators include:



**Dr Riedwaan 'Rudi' Kimmie**

Rudi is the Manager of the Hub for the African City of the Future at UKZN's School of Engineering. With a background in education, training, leadership and organisational development, he founded the Business Organisational and Leadership Development (BOLD) and the Student Entrepreneurship and Upliftment Project (StepUP) at UKZN. Rudi is a facilitator with extensive local and international experience.



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UKZN Extended Learning (UEL) is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.

## Duration:

Two Days

## Dates:

For updated course dates, please contact us or see our website: [www.ukznextendedlearning.com](http://www.ukznextendedlearning.com)

## Contact:

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