



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

# EXTENDED LEARNING



## 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

### Duration:

Two Days

### Dates:

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

Contact Percy Sishi

Tel: 031 260 1853 | Email: [sishis@ukzn.ac.za](mailto:sishis@ukzn.ac.za)

Website: [www.ukznextendedlearning.com](http://www.ukznextendedlearning.com)

University of KwaZulu-Natal, Howard College Campus, Gate 9,  
Room 212, Innovation Centre, Rick Turner Road, Durban, 4001

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