



# The Training Company

## Entrepreneurship Course

Entrepreneurship and innovation are increasingly important in all areas of management, business and government. Entrepreneurial organizations support the economy by identifying new opportunities and redirecting resources to them. These firms innovate in order to outmaneuver or respond to their competition. In the public sector, the need for effective policies to deal with new challenges and for increasing service delivery with declining budgets or more efficient utilization of resources places a heavy requirement for innovative thinking. This course focuses on the skills necessary for the planning, development and launch of entrepreneurial and innovative ventures and projects. The material covered includes the foundations of entrepreneurship, techniques for creative thinking, and processes for developing, planning and launching a new venture including protecting intellectual property, evaluating markets, developing innovative business models, budgeting, and raising finance. The major piece of assessment is the writing of a comprehensive business plan. There shall be graded assignments each week to allow all participants to get maximum benefit from this course.

## Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:

1. define, explain and illustrate theories of business innovation and entrepreneurship, the evolution of industries and economies, and the roles of entrepreneurs;
2. develop a comprehensive and well structured business plan for a new venture;
3. present a persuasive business plan to potential investors or to internal stakeholders and effectively answer probing questions on the substance of the plan; and,
4. work effectively in multidisciplinary, cross-cultural teams, communicating, negotiating and contributing shared contributions towards the development of a team project.

# Course Outline

## Principles of Entrepreneurship

What Is Entrepreneurship?  
What Makes Someone an Entrepreneur?  
Why Become an Entrepreneur?  
Decisions and Downfalls  
Go It Alone or Team Up?  
Choosing a Product and a Market  
Entry Strategies for New  
Marketing and Selling  
The Entrepreneur and the Internet  
Selling Online  
Choosing a Form of Business  
Creating a Business Plan  
The Entrepreneur's Need for Capital  
Sources of Financing  
Intellectual Property: A Valuable Business Asset  
The Strengths of Small Business  
Entrepreneurship Aids the Economy  
The Importance of Government Policies

## THE PRACTICE OF INNOVATION

Systematic Entrepreneurship  
Purposeful Innovation and the Seven Sources for  
Innovative Opportunity  
Source: The Unexpected  
Source: Incongruities  
Source: Process Need  
Source: Industry and Market Structures  
Source: Demographics  
Source: Changes in Perception  
Source: New Knowledge  
The Bright Idea  
Principles of Innovation

## **THE PRACTICE OF ENTREPRENEURSHIP**

Entrepreneurial Management  
The Entrepreneurial Business  
Entrepreneurship in the Service Institution  
The New Venture

## **ENTREPRENEURIAL STRATEGIES**

“Fustest with the Mostest”  
“Hit Them Where They Ain’t”  
Ecological Niches  
Changing Values and Characteristics

## **Disciplined Entrepreneurship**

Getting Started  
Market Segmentation  
Select a Beachhead Market  
Build an End User Profile  
Calculate the Total Addressable Market (TAM) Size for the Beachhead Market  
Profile the Persona for the Beachhead Market  
Full Life Cycle Use Case  
High-Level Product Specification  
Quantify the Value Proposition  
Identify Your Next 10 Customers  
Define Your Core  
Chart Your Competitive Position  
Determine the Customer’s Decision-Making Unit (DMU)  
Map the Process to Acquire a Paying Customer  
Calculate the Total Addressable Market Size for Follow-on Markets  
Design a Business Model  
Set Your Pricing Framework  
Calculate the Lifetime Value (LTV) of an Acquired Customer  
Map the Sales Process to Acquire a Customer  
Calculate the Cost of Customer Acquisition (COCA)  
Identify Key Assumptions  
Test Key Assumptions  
Define the Minimum Viable Business Product (MVBP)  
Show That “The Dogs Will Eat the Dog Food”  
Develop a Product Plan

## **About the course**

Formats available : Distance learning and Classroom Format

### **Distance learning**

Duration 18 weeks.

Course Fees : Rs. 25,000 per participant.

### **Classroom**

Duration 40 weeks.

Course Fees : To be decided on days, venue and participants.

### **For registration**

Contact : 92 331 2036 422

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