

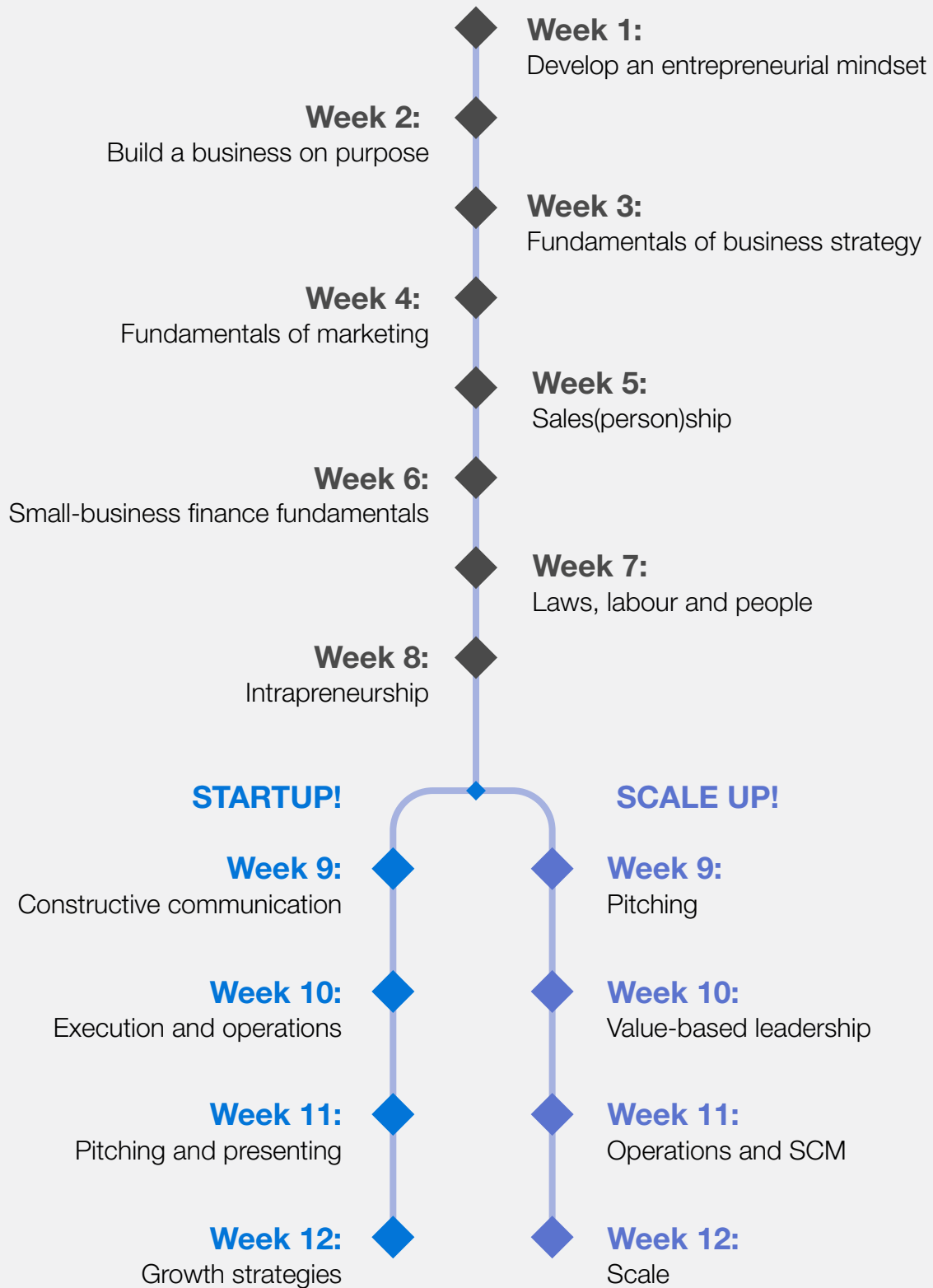
Course Outline

ENTREPRENEURSHIP COURSE



Startup
SCHOOL

Your learning path



Week 1: Developing an entrepreneurial mindset

Learn about the importance of developing an entrepreneurial mind-set, and study from the examples of successful global and home-grown entrepreneurs.

- LO1:** Compare and discuss behaviours of successful entrepreneurs.
- LO2:** Analyse own strengths and weaknesses.
- LO3:** Differentiate between various entrepreneurial industries.
- LO4:** Demonstrate knowledge of what it means to have an entrepreneurial mindset.

Week 2: Building a business on purpose

Every successful business solves a problem for its customers. Take a wider look at the purpose behind building a business. Then do a deep dive into global and local challenges and the innovative ways in which these can be solved using empathy, iteration and continuous development.

- LO1:** Understand local and global challenges and the methods used to solve them.
- LO2:** Evaluate a variety of problem-solving methods.
- LO3:** Formulate solutions to a problem using design thinking.

Week 3: Fundamentals of business strategy

Learn the fundamentals of business and entrepreneurial strategies, and how to develop business plans and a lean startup model. Then, create your own strategy and reflect on how this will support with your business plan.

- LO1:** Understand the fundamentals of business strategy.
- LO2:** Compare and apply different types of business planning.
- LO3:** Assess the suitability of various business strategies according to specific scenarios.
- LO4:** Develop an entrepreneurial strategy.

Week 4: Fundamentals of marketing

Build on the purpose behind your business and discover what your unique value proposition is and how to market it to your target customers. Learn about the fundamental principles of basic marketing theory and have the opportunity to evaluate commonly-used marketing tools and methods.

LO1: Compare and discuss behaviours of successful entrepreneurs.

LO2: Analyse own strengths and weaknesses.

LO3: Differentiate between different entrepreneurial industries.

LO4: Demonstrate knowledge of what it means to have an entrepreneurial mindset.

Week 5: Sales(person)ship

Having identified how your business solves a problem, and the specific value it offers, learn how to sell it to internal and external stakeholders. We take an holistic view of authentic selling to customers and investors by examining how to measure sales and build a robust sales process.

LO1: Interpret sales targets.

LO2: Apply various sales techniques.

LO3: Differentiate between ways of measuring sales.

LO4: Evaluate management of the sales process.

LO5: Create a sales pitch for your business idea.

Week 6: Fundamentals of small-business finance

Understand the fundamentals of small business and management accounting, discover how to read and understand accounting reports, and create a budget for your business. Learn different ways to raise funding for your startup. If you would like to learn more about this area of small business after completing this module, you will be directed towards further learning resources.

LO1: Interpret basic accounting reports.

LO2: Demonstrate how to build and manage a budget.

LO3: Demonstrate an understanding of entrepreneurial management accounting.

LO4: Understand how to raise funding for a startup business.

Week 7: Laws, labour and people

Discover what ‘business ethics’ are and why it is important that you are always ethical as an entrepreneur. Learn about different aspects of people management, specific South African labour laws, and discover what values-based leadership is and how it can help you in your development as an entrepreneur and leader.

LO1: Understand the fundamentals of small business team management and HR.

LO2: Demonstrate knowledge of SA labour laws.

LO3: Assess when to outsource and hire full-time team members.

LO4: Analyse the traits of a values-based leader.

Week 8: Intrapreneurship

Intrapreneurs are entrepreneurs who work within large organisations, and find success using the same traits and methodologies as entrepreneurs. You may find yourself working in an organisation, either while you raise funds to make your own business full-time or by choice. Examine what intrapreneurship is and how to succeed as an entrepreneur in an organisational world.

LO1: Understand the elements of professional work behaviour.

LO2: Analyse the traits of a successful intrapreneur.

LO3: Recommend methods for fostering passion in a job.

LO4: Learn how to apply entrepreneurial behaviours to a job position.

SPLIT: Weeks 9 to 12 are split into startup and scale-up

Startup

Skip to startup

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Scale-up

Skip to scale-up

STARTUP

Week 9: Constructive communication

Communication is key to becoming a successful entrepreneur. In fact, whether hiring team members, negotiating supplier pricing, or presenting your business plan, effective communication is the foundation of a business.

- LO1:** Explain the communication cycle and the differences between verbal and nonverbal communication.
- LO2:** Apply listening methods to a conversation.
- LO3:** Assess various responses to conflict.
- LO4:** Evaluate the skills of a communicator.

Week 10: Execution and operations

Create an execution plan and learn why it's essential that you have one. Learn about operations management, including supply, logistics, and various processes involved in running a business that minimises waste, maximises productivity, and makes the best use of resources.

- LO1:** Understand the importance of an execution plan.
- LO2:** Assess the readiness of products and services for the market.
- LO3:** Develop an execution framework based on a business plan.
- LO4:** Discuss the basics of operations management.

Week 11: Pitching and presenting

Explore how to become a confident speaker and present your business in a way that is likely to attract buy-in from investors. Learn about pitching and presentation best practices, analyse others' presentations, and create your own pitch to promote your business to real-life investors.

- LO1:** Discuss the qualities of a confident speaker and presenter.
- LO2:** Analyse a variety of presentations.
- LO3:** Create a video pitch of a business plan.

Week 12: Growth strategies

As a small business owner, you may not want to own a small business forever. So how do you make it grow? Explore actionable growth strategies to scale your startup, including how to introduce your product or service into new markets.

- LO1:** Contrast various growth strategies.
- LO2:** Assess the suitability of growth strategies.
- LO3:** Evaluate the ways in which products and services are introduced into new markets.
- LO4:** Apply methods of scaling a business.

SCALE-UP

Week 9: Pitching

Pitching involves selling your story and your vision to a particular audience. Learn effective ways to capture your audience's attention and identify your personal pitching style using practical, real-life examples of pitch decks that have succeeded, and others that have not.

- LO1:** Evaluate ways to capture and retain an audience's attention
- LO2:** Analyse a variety of pitching styles
- LO3:** Create and deliver a pitch to specific audiences, answering their questions
- LO4:** Craft a compelling story suited to your audience

Week 10: Value-Based Leadership in Action

Learn about the key principles of values-based leadership, and its role in promoting a visionary company culture.

- LO1:** Describe the fundamental theory and principles of value-based leadership
- LO2:** Understand the importance of cultivating a workplace culture through value-driven leadership
- LO3:** Evaluate the key elements required to develop a value-driven organisation
- LO4:** Demonstrate the role culture plays in forming the basis of an organisation's mission and the leader's vision

Week 11: Operations and SCM

Operational tools and techniques can be utilised across all functions of a business. Examine the role of operations and supply chain management, its impact on productivity and how specific principles might improve business performance.

- LO1:** Demonstrate an understanding of operational efficiencies and their influence on competitiveness and productivity
- LO2:** Apply the core principles of operations management to improve business performance
- LO3:** Examine the role of supplier value management and its impact on business strategy
- LO4:** Review the risks associated with supply chain practices
- LO5:** Evaluate business practices and plans from the perspective of sustainability

Week 12: Scale

Shift from an internal locus of control to an outward motivation. Learn about the specifics involved in scaling a business, discover potential growth strategies, and analyse how existing products and services might be introduced to new markets.

- LO1:** Identify and evaluate the specific roles required to scale a business.
- LO2:** Discuss how shifting customer behaviours might impact an organisations approach to scale.
- LO3:** Evaluate options for international expansion as part of an organisation's growth strategy
- LO4:** Develop an in-depth growth strategy for a new initiative