

New Course

New Venture Creation and Entrepreneurship (MS34K)

This course focuses on the issues relevant to the successful operations of the business organization, within the global market place. These include; other relevant plans aside from the initial business plan, the management of team, techniques for managing rapid growth and the impact of technology on the entrepreneurship. The course aims to familiarise participants with entrepreneurial thinking and practice: the process by which entrepreneurs prepare for financing, marketing and operationalizing their business ideas, assess their feasibility and convert them into successful business through team development and adopting new technology and innovation.

On completing the course students should be able to:

- Evaluate, develop and implement a business idea.
- Develop supporting, marketing, financial and operational plans
- Assess the viability of a venture over the entire life cycle, from the start to the end of the venture.
- Assess and incorporate the emerging threats and opportunities (new technology, changes in international policies etc) into their planning and strategies for new and existing ventures.