

Competent Innovator

in 14 weeks

Entrepreneurship



Accredited
Certificate of
Competence

Create greater levels of entrepreneurial flair, innovation and agility within your organisation.

WHY?

To thrive in today's volatile business environment, organisations need people to systematically challenge assumptions, identify hidden opportunities and generate alternative approaches faster than the competition - and operate with the agility typical of entrepreneurs.

Build the skills and sustain an entrepreneurial spirit at speed to scale innovation in your business with the Wits Accredited Online Short Course.

Aimed at

- Senior and line managers across all business disciplines and all business sectors
- Newly appointed executives, and individuals with aspirations of an executive career path
- General managers of organisations in the public and private sectors
- Entrepreneurs and aspiring business creators/owners



Duration: 12 consecutive weeks of
online lectures, one exam in week 14

IMAGINE

having these competencies in your business and what it could contribute to driving innovation and an entrepreneurial spirit in new ventures, projects, products and services.

- The ability to describe and discuss what entrepreneurship is in the context of your business
- Engage in innovative and creative behaviour
- Identify and harness human potential to develop and grow a new venture
- Build and sustain networks to achieve new venture success
- Engage in business planning
- Identify sources of and manage finances
- Develop the entrepreneurial team
- Engage in effective marketing of the new venture
- Managing the growing venture

The aim of the course is to provide both practical and theoretical insight into innovation and entrepreneurship in Africa, and the associated processes involved in identifying an opportunity and launching a new product, service or venture.

Entrepreneurship Course Prospectus

Format

Wits University Accredited
Online Short Course

Breakdown

12 weeks consecutive
online lectures, one exam
in week 14

Language

English

Course Outcomes (Summarised)

Demonstrate a practical
and theoretical
understanding of
entrepreneurship in
Africa.

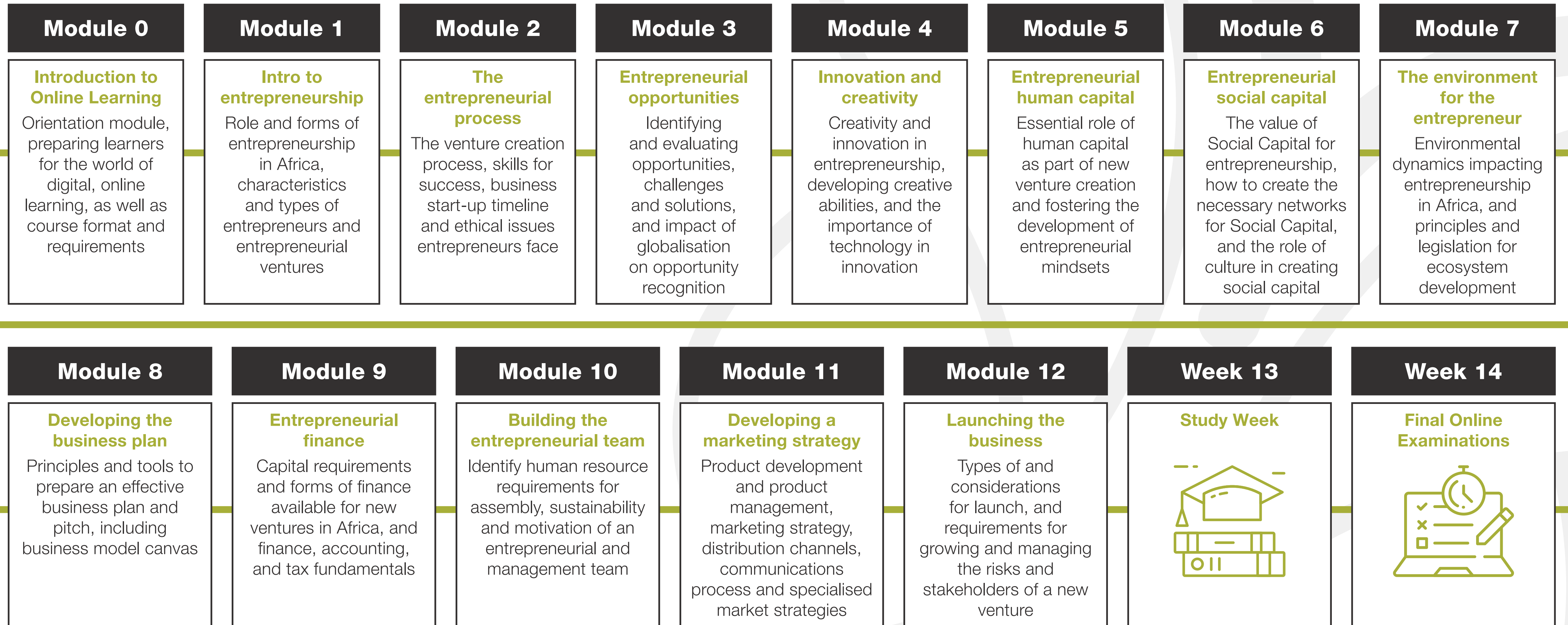
Explain the processes
involved in identifying an
opportunity and launching
a new venture.

Course Curriculum

Module 1	Introduction to entrepreneurship
Module 2	The entrepreneurial process
Module 3	Entrepreneurial opportunities
Module 4	Innovation and creativity
Module 5	Entrepreneurial human capital
Module 6	Entrepreneurial social capital
Module 7	The environment for the entrepreneur
Module 8	Developing the business plan
Module 9	Entrepreneurial finance
Module 10	Building the entrepreneurial team
Module 11	Developing a marketing strategy
Module 12	Launching the business

Entrepreneurship Course Prospectus

Course Outline



Entrepreneurship Course Prospectus

Course and Module Overview

Course Overview

The aim of the course is to provide both a practical and theoretical insight into innovation and entrepreneurship in Africa, and the associated processes involved in identifying an opportunity and launching a new product, service or new venture.

Module 1: Introduction to entrepreneurship

Module 1 describes entrepreneurship within the context of Africa. In this module we discuss the characteristics of entrepreneurs, different types of entrepreneurs, and the cognitive factors and motivators of entrepreneurs. This module outlines the main role of entrepreneurship in an African context and looks at the different forms of entrepreneurship. Lastly this module looks at the risks and stressors associated with entrepreneurship.

- **Topic 1:** What is an entrepreneur?
- **Topic 2:** What is entrepreneurship?
- **Topic 3:** The main role of entrepreneurship in an African context
- **Topic 4:** Different forms of entrepreneurship
- **Topic 5:** The “dark side” of entrepreneurship

Module 2: The entrepreneurial process

Module 2 looks at the entrepreneurial process and how to improve entrepreneurial skills. At the end of this module learners will be able to understand and describe the venture creation process, the ethical issues entrepreneurs face, and be in a position to outline what is involved in creating a timeline for a business start-up.

- **Topic 1:** The new venture creation process
- **Topic 2:** Skills required in the entrepreneurial process
- **Topic 3:** Establishing a business start-up timeline
- **Topic 4:** Ethical issues faced by businesses in Africa

Module 3: Entrepreneurial opportunities

In Module 3 we describe and identify entrepreneurial opportunities. After completing Module 3 learners will be able to outline entrepreneurial opportunities, describe what is involved in evaluating opportunities, discuss the challenges and solutions when identifying opportunities and consider the impact of globalisation on opportunity recognition.

- **Topic 1:** Availability of entrepreneurial opportunities
- **Topic 2:** Evaluating an opportunity
- **Topic 3:** Challenges faced when identifying opportunities
- **Topic 4:** Impact of globalisation on opportunity recognition

Entrepreneurship Course Prospectus

Course and Module Overview *continued*

Module 4: Innovation and creativity

Module 4 looks at creativity and innovation as central elements of entrepreneurship. In this module, the theory behind creativity and innovation is outlined to develop understanding of existing levels of creative and innovative abilities and how these can be improved. The module explores the process and forms of innovation, and the relationship between innovation and the entrepreneurial opportunity and closes with outlining the importance of technology in innovation.

- **Topic 1:** Entrepreneurial creativity and innovativeness
- **Topic 2:** Increase your innovative and creative abilities
- **Topic 3:** Technology and Innovation

Module 5: Entrepreneurial human capital

In Module 5 we consider the essential role of human capital across the entire entrepreneurship process. We explore the relationship between investment in entrepreneurship education and outcomes, and consider the human capital variables important for entrepreneurial performance and success. The concept of an entrepreneurial mindset is explained along with the mindset characteristics critical for success.

- **Topic 1:** The theory of human capital
- **Topic 2:** Human capital variables and an entrepreneurial mindset

Module 6: Entrepreneurial social capital

In module 6 we discuss the value of Social Capital to entrepreneurship, and how to create the necessary networks for Social Capital. At the end of this module learners will be able to define Social Capital and its relevance to entrepreneurship, describe networks, types of networks, and their effects on the type of social capital formed and, lastly, discuss the role of culture in creating social capital.

- **Topic 1:** Conceptualising Social Capital
- **Topic 2:** The role of networks in social capital
- **Topic 3:** Culture as a form of Social Capital

Module 7: The environment for the entrepreneur

Module 7 reflects on the entrepreneurial environment in Africa and the impact of the different environmental elements on an entrepreneur. It reviews the key principles important for the development of an entrepreneurial ecosystem. Different indicators for success are explored along with the challenges and legislative aspects that impact on entrepreneurship ecosystems.

- **Topic 1:** The importance of the business environment for entrepreneurs
- **Topic 2:** The entrepreneurial ecosystem
- **Topic 3:** Reflection on South Africa's entrepreneurial environment

Entrepreneurship Course Prospectus

Course and Module Overview *continued*

Module 8: Developing the business plan

Module 8 deals with how to prepare an effective business plan. At the end of this module learners will be able to describe the different principles that underscore business planning, outline the key components of a business plan, discuss the nature of the business model canvas and discuss what is required for an effective pitch.

- **Topic 1:** Fundamentals of business planning
- **Topic 2:** Components of a business plan
- **Topic 3:** The business model canvas
- **Topic 4:** The pitch

Module 9: Entrepreneurial finance

Module 9 describes the financial requirements of a new venture and explores forms of finance that would be most ideal for the new venture. This module looks at the capital requirements of an enterprise, understanding the various forms of finance for new ventures in Africa, creating an understanding of the fundamentals of finance, accounting, and tax.

- **Topic 1:** Capital Requirements
- **Topic 2:** Forms of Finance
- **Topic 3:** Financial Literacy
- **Topic 4:** Accounting Literacy
- **Topic 5:** Tax Literacy

Module 10: Building the entrepreneurial team

Module 10 looks at the definition and assembly of an entrepreneurial team and management team and how and when to transition from entrepreneurial team to management team. The duties of the management team are discussed along with how to sustain and motivate the management team.

- **Topic 1:** Defining the Entrepreneurial Team
- **Topic 2:** Defining the Management Team
- **Topic 3:** Assembling a management team

Module 11: Developing a marketing strategy

Module 11 looks at what is involved in introducing new products and services into the market, managing the product life cycle and important considerations for marketing and distribution channels. The marketing communication process and relevant strategies are explored along with strategies for specialised markets.

- **Topic 1:** Product development and management
- **Topic 2:** Marketing channels and product distribution
- **Topic 3:** Marketing communication strategy
- **Topic 4:** Marketing in specialised markets

Module 12: Launching the business

In Module 12 we look at the different types of ventures, requirements for growing a venture, growth phases of a new venture and describe how to effectively manage risk and stakeholders are effectively managed from an entrepreneurial perspective. The module considers venture failure and to deal with it how to pivot a new venture.

- **Topic 1:** Choosing a venture
- **Topic 2:** Preparing for growth
- **Topic 3:** Entrepreneurial risk, failure, and the pivot

Assessment

Assessment and grades are calculated as follows:

5%

Participation in Discussion Activity forums

35%

Module assessment results

60%

Online examination result

Content Experts and Lecturers



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