

E-LEARNING COURSE:

TAKING THE
ENTREPRENEURSHIP
ROUTE



SUMMARY

The “Taking the Entrepreneurship Route” course offered by the ITC Youth and Trade Programme introduces young people to entrepreneurship. This **2-week long** course provides aspiring entrepreneurs with an understanding of the entrepreneurship route, the risks and rewards of being an entrepreneur, as well as an introduction to the business start-up process.



TARGET AUDIENCE

The course is aimed at aspiring entrepreneurs, with a focus on young people, university students and recent graduates who are thinking of starting their own business.



AT THE END OF THIS COURSE, PARTICIPANTS WILL BE ABLE TO:

- Understand the risks and rewards of taking the entrepreneurship route;
- Identify the role of an entrepreneur;
- Conceptualize entrepreneurship as a process;
- Develop a business plan; and
- Produce a business model canvas.



COURSE
REGISTRATION

In order to register for this course, [please click here](#).



COURSE
TRAILER

A trailer is available at: <http://bit.ly/1MeAPCU>

SAMPLE COURSE SLIDES



Lecture 2: Being an Entrepreneur

What do these entrepreneurs have in common?

Click on each of the boxes below to learn more.

Amancio Ortega - Founder of Zara fashion stores

Steve Jobs - Co-founder of Apple

NR Narayana Murthy - Founder of Infosys

These successful entrepreneurs also started out as small entrepreneurs. Entrepreneurial qualities such as passion, hard work, determination and innovation were all more conducive to their business success than having a business idea.

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COURSE STRUCTURE

Lecture 1: Youth Employment and Entrepreneurship

This lecture covers:

- The challenging youth labour market situation;
- The need for youth contribution to the economy;
- Choosing an entrepreneurship option; and
- Constraints to entrepreneurship and ways to overcome them.

Case Study 1: Overview of Youth Employment

This case study examines the situation for young people facing a difficult economic situation in the fictional country of Monzania, and tests the participants' understanding of constraints faced by potential entrepreneurs.

Lecture 2: Being an Entrepreneur

This lecture covers:

- The traits which make entrepreneurs successful;
- The building blocks and resources of entrepreneurship;
- The different tasks and roles of entrepreneurs; and
- The risks, challenges and rewards of global entrepreneurship.

Case Study 2: Being an Entrepreneur

This case study tests the participants' understanding of the different skills, traits and functions of entrepreneurs through the fictional case of Farah, a young entrepreneur in the tailoring industry.

Lecture 3: The Entrepreneurship Process

This lecture covers:

- The entrepreneurship process and its different steps;
- Finding an entrepreneurial interest;
- Finding, exploring and analyzing business ideas;
- Gathering and managing the necessary resources for business;
- Developing a business plan; and
- Starting, managing and growing an enterprise.



Case Study 3: The Entrepreneurship Process

This case study tests the participants' understanding of various elements of the entrepreneurship process, such as idea assessments, marketing plans, and targeting international markets.

Entrepreneur Readiness Self-Assessment

The Entrepreneur Readiness Self-Assessment is provided as an optional tool to help participants gauge their own level of preparedness and interest in choosing the entrepreneurship route.

CERTIFICATE OF ACHIEVEMENT

Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. This certificate will be verifiable via the SME Trade Academy.



FOR MORE INFORMATION

For detailed information on the SME Trade Academy and to view the full catalogue of courses available, please visit our website.



Visit the SME Trade Academy at:

learning.intracen.org

