

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 AND OBJECTIVES

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.

CERTIFICATION



Participants who meet the course requirements will receive a Certificate of Achievement issued in electronic format. The certificate is verifiable through the SME Trade Academy.

COURSE STRUCTURE

- Lecture 1: Youth Employment and Entrepreneurship
- Case Study 1: Overview of Youth Employment
- Lecture 2: Being an Entrepreneur
- Case Study 2: Being an Entrepreneur
- Lecture 3: The Entrepreneurship Process
- Case Study 3: The Entrepreneurship Process
- Entrepreneur Readiness Self-Assessment

REGISTRATION



Interested participants can register to this course by going to the SME Trade Academy website at:

learning.intracen.org

Once on the website, simply create a new account, input your information, and sign up to the course.

Sample course slide

