



ESAMI PROGRAMME:

Innovative Approach to Entrepreneurship – Changing the way we think

Introduction:

Africa needs to encourage **entrepreneurial mindsets** among young business men and woman, encouraging innovative business start-ups, and foster a culture that is friendlier to entrepreneurship and to the growth of small and medium-sized businesses. It is important to note that it can also provide growth almost regardless of the condition of the larger economy.

Stimulating an entrepreneurial spirit, ESAMI offers a positive entrepreneurial climate overall and for framework conditions that facilitate and inspire an individual's ability to turn ideas into action. It covers creativity, innovation and risk taking, and the ability to plan and manage projects in order to achieve objectives. This supports everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs setting up social or commercial activities.

This programme is designed to give students the tools necessary for them to start a new independent business or to work in an advisory role to new venture start ups. It also gives students practical experience in research commercialization, as well as tools to proactively work in projects.

Description

The programme is designed to benefit individuals, organisations and the entire society in Africa. Entrepreneurial activities are highly promoted the world over. In every society the need for new business cannot be overemphasized.

Existing organisations also require creative ideas and innovations that would make them exploit and develop new business approaches, as well as expansion, diversification and enhancement of competitive position. All these are career opportunities for students in this programme.

In this programme participants will be encouraged to start their own business while those already working will be prepared to manage and lead innovative and entrepreneurial business projects in their organisations. Further, graduates of this programme can also work as entrepreneurial finance, business consultants, and in any innovation-related roles in existing organisations.

Objectives

Upon completion of this programme participants will be qualified to create new businesses as well as exploring new business opportunities and conceptual thinking within existing organisations. More specifically, participants will acquire the necessary skills to:

- Discover and exploits the opportunity for renewal and change;
- Interacting with their environment, evaluating and exploiting opportunities;
- Develop opportunities into viable and successful business ventures;

Furthermore, participants will be capable of:

- a) Developing those personal attributes and generally appropriate skills that form the basis of an entrepreneurial way of thinking and behaviour;
- b) Raising participants' awareness of self-employment and entrepreneurship as possible career options;
- c) Work on practical enterprise projects and activities, such as micro companies;
- d) Providing specific business skills and knowledge of how to start and successfully run a company.

Programme Description

This 5 day advanced innovative entrepreneurial programme provides a platform for participants to think creatively, to become effective problem solvers, to analyse a business idea objectively, and to communicate, network, lead, and evaluate any given project. Our aim is to equip the current and future business sector with the knowledge and tools they require in order to effectively tackle challenges in a global market. The personalised seminar setting gives participants a unique opportunity to receive professional and personal experience from accomplished entrepreneurs, mentors and leaders in the business community. Moreover, the ecosystem of support surrounding the programme, including its active network, offers programme participants a gateway to success.

Program Venue

The programme is offered at **Eastern and Southern African Management Institute (ESAMI)** headquarters, Arusha, Tanzania from November 26 – 30, 2012.

Curriculum

- Challenges Faced by Africa Entrepreneurs
- Recognising Start-up Opportunities
- Entrepreneurship Venture Capital
- Innovation Management and New Product Development
- Changing the Way we Think about Entrepreneurs
- Creating Start-up Success
- New Marketing Media for Entrepreneurs
- Marketing, Branding and Public Relations
- How to Market your Business Successfully in the 21st Century
- Successful Social Entrepreneurship
- Basic Finance and Accounting for Entrepreneurs
- Business Management Skills and Decision Making Tools

Programme of Study:

There will be 8 academic study hours per day, five days per week - Monday to Friday - over the 5 day duration of the programme. The number of study hours amounts to 40 academic hours in total.

Fee Structure

Total tuition fee for the 5 day programme is US\$ 1,150 per student.

Advanced payments are made directly to the **Eastern and Southern African Management Institute (ESAMI)**:

P. O. Box 3030 ARUSHA, Tanzania

Tel.: 255 27 2508384/5/7/8 Fax : 255 27 2508285

E-mail: esamihq@esamihq.ac.tz or

E-mail: mbd@esamihq.ac.tz

Website: www.esami-africa.org

Certificate

The Certificate for the Programme will be awarded by the **Eastern and Southern African Management Institute (ESAMI)** - certificates of attendance will be awarded to those who will fully complete all the course modules.

Daily Schedule

Generally, the following study schedule will be adhered to Monday to Friday.

08:30 – 10:30 Session 1
10:30 – 11:00 Tea Break
11:00 – 13:00 Session 2
13:00 – 14:15 Lunch break
14:15 – 16:15 Session 3

Contacts

Applications and enquiries for more details about the programme should be directed to any of the following addresses:

Headquarters

The Director General

ESAMI

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