



# **COLLABORATING ON ENTREPRENEURSHIP IN AFRICA**

**Institute of Development  
Management (IDM)**

**Training Programme**

**Passing on the Israeli  
Entrepreneurial Spirit**

**2012**

# **IDM Training Programme: Entrepreneurship – Building Innovative Economies**

## **Introduction:**

Entrepreneurship refers to 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.

In the changing world of today, the need for highly effective business management of private sector has never been greater. The rules of corporate finance are constantly changing, requiring today's business managers to explore the latest ideas and concepts, gain new perspectives on traditional business practices, and obtain hands-on experience with the most current tools to help their businesses gain an advantage.

This training programme will emphasise the role of marketing and customer relations in the design and development of new products and services. The programme was especially designed to enable participants in Swaziland to improve their marketing, customer relations management and leadership skills, to constructively support national development.

## **Description**

During this 2 day programme we will show in a very practical way how to develop and manage products and services for the business sector. It covers the fundamentals of strategic marketing before focusing on product and channel management, and showing how businesses can boost profitability by adopting a structured and targeted approach. It will show them the optimum approach for segmenting the market, developing a targeted product and channel offer, and promoting it in the market. It focuses on how to boost product and channel sales, whilst simultaneously improving efficiency.

## **Objectives**

The programme is designed for young entrepreneurs and business men and women who are challenged by the rapid transformation of the business sector; worldwide integration; new competitors; financial and technological innovations. Business managers are required to achieve higher earnings at a time when profit margins are being squeezed and capital adequacy rules have become more stringent. To foster motivation and creativity among their work force, businesses have become increasingly decentralised and need executives who are highly qualified managers.

Our aim is to equip the youthful business sector with the knowledge and tools they require in order to effectively tackle challenges, based on the Israeli experience in a global market.

It is important to note that technical innovation provides growth almost regardless of the condition of the larger economy. This programme focuses on:

- The generation of new knowledge;
- The application of this knowledge in the development of products and processes;
- The commercial exploitation of these products and services in terms of financial income generation.

## **Programme Description**

The 2 day programme will include analysis of sophisticated and up to date business techniques. Our course recommends an approach that focuses on alleviating the underlying causes of weaknesses in trade and commerce in Africa before they arise, preventing threats where possible, and responding effectively where they remain. We aim to strengthen the capacity of marketing department and business strategies.

## **Curriculum**

- **The Israeli Experience**
- **Challenges faced by Africa Entrepreneurs**
- **Recognising Start-up Opportunities**
- **Entrepreneurship Venture Capital**
- **New Marketing Media for Entrepreneurs**
- **How to Market your Business Successfully in the 21st Century**

## **Seminar Methodology:**

The programme is presented by Mr. Mark Street who has over 12 years in international executive management training for policy and decision makers. He is an experienced marketer whose experience and knowledge has been built up through the delivery of thousands of campaigns across a wide range of industries. You will be provided with the transfer of knowledge and study material, containing copies of the presentation slides used and more detailed information on the topics covered. The training method will be very interactive and participatory using mixed approaches to professional and capacity building including lectures, discussions and presentations.

## **Programme of Study:**

There will be 8 academic study hours per day, Tuesday and Wednesday - over the 2 day duration of the programme. The number of study hours amounts to 16 academic hours in total.

## **Proposed Dates**

November 13 & 14, 2012

## **Venue**

Institute of Development Management (IDM), Swaziland Campus - Executive Room

## **Certificate**

The Certificate for the Programme will be awarded by the Institute of Development Management (IDM) to those participants who complete the 2 day modules.

## **Daily Schedule**

Generally, the following study schedule will be adhered from Tuesday and Wednesday.

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:

### **Institute of Development Management (IDM)**

#### **Swaziland Campus**

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