

BUSINESS PLANNING: COURSE OUTLINE

A five-day training week on two of the ten tools. Each topic has a short lesson, a video and a quiz.

1. BUSINESS PLAN

Seven lessons on writing a business plan a bank or a funder will actually read - who your customers are, what you sell, what it costs and what you will earn.

1. Introduction to business plan development
2. How to develop a business plan case studies
3. How to identify business opportunities
4. How to evaluate a business idea and the market
5. How to develop an operational plan
6. How to conduct industry analysis and formulate marketing plan
7. How to prepare financial projections

2. LEARNING ORGANISATION

Seven lessons on building a business that learns - training your people, keeping what they know, and not starting from scratch every time somebody leaves.

1. Introduction to learning and development
2. Learning and development case studies
3. Understanding of an entrepreneurial profile
4. Design outcomes-based learning programmes
5. Facilitate learning using a variety of given methodologies
6. Conduct outcomes-based assessment
7. Evaluate learning and development interventions