

COURSE CONTENT

Course Name: ENTREPRENEURSHIP IN THE DIGITAL AGE FOR MICRO-ENTERPRISE ADVANCEMENT

October 9, 2024 to October 22, 2024 (2 weeks)

A) RATIONALE	Majority of businesses in developing countries are microenterprises. However, most of them are stagnant or have limited growth potential. This course offers a comprehensive package to professionals who want to help microenterprises as well as medium and small enterprises grow their businesses.
B) ELIGIBILITY CRITERIA FOR PARTICIPANTS : I) EDUCATION II) TARGET GROUP III) AGE LIMIT IV) WORK EXPERIENCE	Graduation with basic knowledge of English language and numerical skills is preferred. Professionals engaged with MSME development in relevant countries <ul style="list-style-type: none">• MSME professional• Government officials, investment guides• Bank professionals• Enterprise consultants• Incubation managers• Rural enterprises professionals 25-45 years Minimum 2 years of experience
C) AIM & OBJECTIVE	This course will help professionals learn how to transform micro-enterprises into thriving and sustainable businesses. It will help them learn the differences between micro-enterprises and innovative businesses, and how to leverage unique strengths and opportunities to become a growing and sustainable business. The professionals will also learn to identify and serve target customers, how to manage finances and operations, and how to overcome the challenges and risks of operating in a developing country. Moreover, this course will highlight the use of digital products, innovations, and new knowledge for business growth. This course will also equip professionals with the skills and knowledge needed to revive

	<p>and grow micro-enterprise in a competitive and dynamic environment.</p>
<p>D) COURSE CONTENT</p>	<p><u>Module 1: Introduction to Entrepreneurship in the Digital Age</u></p> <ul style="list-style-type: none"> - Entrepreneurship and its importance for growth of micro-enterprises in developing countries. - Differences and similarities between micro-enterprises, and innovative businesses. - Opportunities and challenges of operating a micro-enterprise in a developing country. - Entrepreneurial mindset, skills, and competencies needed to run a successful business. - Creating a vision, mission, and values for your micro-enterprise <p><u>Module 2: Customer Discovery and Validation</u></p> <ul style="list-style-type: none"> - Addressing target customers, understanding their needs, problems, and preferences - Conducting customer interviews and surveys to validate assumptions and hypotheses. - Tools like customer personas, value proposition canvas, customer data, and attractions to design a better business model. - How to measure customer satisfaction and retention. <p><u>Module 3: Finance and Operations Management</u></p> <ul style="list-style-type: none"> - managing finance for the business; cash flow, income statement, and balance sheet. - Budget, tracking expenses and revenues. - Product prices and optimizing profit margin. - Managing inventory, supply chain, and logistics. - Digital tools for innovative microenterprises <p><u>Module 4: Innovation and Growth Strategies</u></p>

	<ul style="list-style-type: none"> - Sources and types of innovation for micro-enterprises in the digital age. - Digital products, services, and platforms for value proposition and competitive advantage. - Leveraging social media, online marketing, and branding to reach and attract more customers. - Micro-enterprise scale up and market share expansion. - Collaborations with organizations, and entrepreneurs to create synergies and partnerships
E) EXPECTED OUTCOME	<ul style="list-style-type: none"> • Apply the principles and practices of entrepreneurship in the digital age to micro-enterprise • Analyze micro-enterprise's strengths, weaknesses, opportunities, and threats, and develop a strategic plan for growth • Identify and reach your ideal customers using digital marketing tools and techniques • Manage micro-enterprise's finances, operations, and human resources effectively and efficiently • Use digital products, innovations, and new knowledge to create value for customers and differentiate your micro-enterprise from competitors • Adapt to the changing needs and expectations of customers and the market in a developing country • Evaluate the impact of micro-enterprise on community and society, and implement ethical and sustainable practices
F) PEDAGOGY	<p>The programme will be delivered using various tools and techniques to hone the knowledge and implementation readiness of participants through interactive lectures, case studies, group discussions, hands-on exercises, real-world applications, etc. The course is designed to provide a first-hand experience of promoting innovations and entrepreneurship, which they can readily implement in their own country.</p>
G) MODE OF EVALUATION OF PERFORMANCE OF THE TRAINEE	<p>While periodic feedback is taken from the participants to improve the quality of inputs, catering services, and other facilities available on campus, on conclusion of the training programme, formal feedback is sought.</p>