

■ **INNOVATION AND ENTREPRENEURSHIP** by Ray F. Iunius

UNIT DESCRIPTION

During this course, we will learn how to identify, recognize & use up-coming trends to develop practical innovative solutions in order to develop new opportunities, to constantly surprise our consumers and to stay ahead of competition.

One could say that “Failing to plan is as good as planning to fail”. Having a good business idea is only the start of an exciting journey to a possible even greater future filled with passion and hard work.

Entrepreneurs require a foundation in several key areas in order to be successful. This course will focus on developing a successful business through using appropriate planning techniques and anticipating operational complications.

LEARNING OBJECTIVES

In this unit you will receive the tools to grasp the importance of having a feasible business model paired with a solid business plan. You will be taken through a true journey through the perils and joys of building your business from scratch as an entrepreneur.

Knowledge

- Describe the different opportunities and challenges involved with entrepreneurship.
- Convert business ideas into actionable plans.
- Define the key elements of a business plan.
- Evaluate different forms of business financing.

Competencies

- Participants develop a working business model and defend their choice.
- Analyze the weight of each decision and its operational result.
- Practice in pitching a business proposal.
- Establish plans to start and manage a business.

Mindset

- Balance your proposal’s creativity with project sustainability.
- Defend your business project with passion and oriented to results.

METHODOLOGY

Interactive lecture-discussions, project development & practical exercises.