

ENTREPRENEURIAL DESIGN COURSE



This course is designed to guide participants through the dynamic journey of entrepreneurship with a strong emphasis on sustainability. Over the span of eight comprehensive modules, we will explore the intersection of innovative business practices and sustainability, equipping participants with the knowledge, attitude and skills needed to launch and grow enterprises that are not only profitable but also socially, environmentally and socially responsible.



OBJECTIVES

Understand the Africa Context- Gain insights into the Africa demographic dividend, diversities, unique opportunities and challenges facing people in Africa as an inspiration entrepreneurship within Africa.



Sustainable Development Principles- Learn the key concepts and principles of sustainable development and how they apply to modern business practices.



Understand Entrepreneurship- Gain a deep understanding of what entrepreneurship entails, the mindset required, and the process of starting and running a successful business.



Design Thinking, Innovation and Creativity- Foster innovative thinking and creative problem-solving skills essential for entrepreneurial success.



Market Analysis and Customer Insights- Learn to conduct market research, understand customer needs, and create value propositions that align with sustainable development goals.



Business Planning and Strategy- Develop comprehensive business plans and strategies that incorporate sustainable practices.



Financial Management and Scaling- Acquire skills in financial planning, funding strategies, and idea to scale plans.



Leadership and Team Dynamics- Understand the team development strategies and the role of leadership in driving sustainable business practices.



Story Telling, Marketing and Fund-raising- Master the art of storytelling, effective marketing, and successful fundraising for sustainable ventures.



Participants progress will be assessed through a combination of assignments, project work, and participation in discussions. Upon successful completion of the course, they will receive a certification in "Entrepreneurial Design" which will not only validate their learning but also enhance your credentials as a sustainable entrepreneur.





TRAINING SCHEDULE

Morning	Mid-Morning	Lunch	Afternoon Session	Innovation Lab
Opening and introductions, expectations, course program and objectives (Goal Setting)	1. Diverse Perspectives - Youth Bulge and Demographic Dividend analysis		2. Introduction to Sustainable development - Guest Visit	- Context analysis activity - Entrepreneurship as a social, economic, political, and environmental intervention) - Vision and Mission planning
3. Foundations of Innovation	4. Human Centered Design as a foundation to entrepreneurship		Empathy and Problem Defining Activity - Guest Visit	5. Team dynamics and Leadership -Team Development
6. Introduction to Social Entrepreneurship Canvas Model	-Value Proposition Map and elements of consumer value - Ideation example		- Guest Visit - Pitch Deck Examples	Immersion Visit (Community/Enterprise Excursion)
7. Stake Holders Mapping	8. Story Telling as a fund-raising strategy		-Prototype Pitch Decks development process -Guest Visit	Immersion Visit (Community/Enterprise Excursion)
Hot Seat Sessions	Hot Seat Sessions		Graduation	Graduation





MODULE



DIVERSE PERSPECTIVES

The course introduces to the participants the cultural diversities, demographics, opportunities in Africa and Key resolutions by African States towards a sustainable and inclusive future; the future we want.



SUSTAINABLE DEVELOPMENT

This course is to give the learner a holistic understanding of the Sustainable Development Goals. participants will analyze, understand the SDGs in the wider global context and how they can work towards the UN goals. On this course participants will critically consider the 17 goals by examining ways in which their entrepreneurial ideas can support the implementation of the SDGs



ENTREPRENEURSHIP & SDGS

This course focuses on combating economic, social and environmental challenges through the Sustainable Innovations. Participants learn opportunities for entrepreneurship-led solutions to address the world's biggest sustainable development challenges, connect entrepreneurship strategies with global priorities, identify future entrepreneurship ideas to deliver innovative solutions and transformative change in communities.



FOUNDATIONS OF INNOVATION

This course is aimed at equipping participants with the principles of innovations, knowledge and skills necessary to understand, drive, and manage innovation in various contexts, whether in business, technology, or social enterprises.

TEAM DYNAMICS

The course will guide the participants through the unconscious, psychological forces that influence the direction of a team behavior and performance. Participants will learn and practice the ways of solving conflicts in a team, roles of a leader in a conflict management and conflict resolution strategies in all stages of a team development curve. The course will help the participant in understanding how to develop attitudes, skills and knowledge of cultural diversity inclusive environments. This course utilizes a unique analytical framework to address the change process from ideation to scale providing critical insights and tools that can help participants avoid the pitfalls associated with managing change

DESIGN THINKING & ENTREPREURSHIP MODELS

With case studies and examples, this course helps the participant explore the mindset and practice of the innovation and entrepreneurship models. Participants will be able to plan a successful operation of an enterprise, identifying value proposition, channels, customer relations, sources of revenue, the intended customer base, products, and details of financing. Learners develop integrated innovative and sustainability strategies as prototypes for testing.

INTRODUCTION TO SOCIAL BUSINESS CANVAS MODEL

This module introduces participants to the Social Business Model Canvas (SBMC), a strategic management tool tailored for enterprises. Unlike traditional business models, the SBMC emphasizes social impact alongside financial sustainability. The canvas offers a structured framework to understand how businesses create, deliver, and capture value

FUNDRAISING AND STORY TELLING

This course aims at developing knowledge and skills for effective mobilization of human, capital and other resources for enhancing organization's capacity to implement programs. The course outlines the essential part of leadership to help leaders find their own story through personal and enterprise branding; develop storytelling success with partners and communicate a vision for innovation to others.



OTHER COURSES

RESEARCH METHODS AS AN EMPATHY PROCESS

The aim of the course is for the participants to develop their knowledge and understanding of research design and methodology with focus on empathy map development. The course provides a deeper view in research methodology, experimental design and quantitative analysis of research results. Different data collection and analysis methods are also presented.

MARKET-BASED SOLUTIONS FOR SUSTAINABLE DEVELOPMENT

The course provides participants with a working knowledge of the social, economic and environmental sustainability challenges that come about in the private and public sectors. In addressing these challenges, there are both risks and opportunities, and entrepreneurship needs a new generation of innovators and leaders to influence change. Turn necessity into competitive advantage by gaining the knowledge and tools needed to effectively respond to these challenges in a timely manner that drives impactful change.

PITCH DECK DEVELOPMENT

The course will help participants understand how projects are packaged, and be able to control project process, budget, schedule overruns and have a clear scope of planning using practical project planning tools designed with project responsibilities. This course introduces and explains many of the principles of the technical processes of project management including time, resource planning and management.

