

ENTREPRENEURSHIP & BUSINESS COURSES

1. ENTREPRENEURSHIP FUNDAMENTALS FOR BEGINNERS

- Price: **USD 45** (Group Cohort)
- Price: **USD 100** (One-on-One)

PROGRAM OVERVIEW

A practical, step-by-step course designed to help aspiring entrepreneurs start their business journey with confidence. You will learn how to transform an idea into a viable business and build the right mindset for long-term success.

WHAT STUDENTS WILL LEARN

- Identifying and validating business ideas
- Customer and market understanding
- Business models & value propositions
- Legal business registration
- Branding & marketing basics
- Entrepreneurial mindset

WHO THIS IS FOR

- New entrepreneurs
- Students & fresh graduates
- Anyone exploring business



DELIVERY: In-school / Online

DURATION: 4 Weeks

2. BUSINESS STRUCTURE, SYSTEMS & OPERATIONS MANAGEMENT

- Price: **USD 95** (Group)
- Price: **USD 180** (One-on-One)

PROGRAM OVERVIEW

Learn how to build systems, structure operations, and run your business professionally and efficiently.

WHAT STUDENTS WILL LEARN

- Designing efficient systems
- Creating SOPs
- Team structures & delegation
- Customer service systems
- Efficiency & automation

WHO THIS IS FOR

- SME owners
- Business leaders
- Entrepreneurs ready to grow



DURATION: 4 WEEKS

DELIVERY: VIRTUAL / ON-SITE

3. BRANDING, MARKETING & VISIBILITY MASTERCLASS

- Price: **USD 60** (Group)
- Price: **USD 150** (One-on-One)

PROGRAM OVERVIEW

Master modern branding and marketing strategies to grow your visibility and attract clients consistently.

WHAT STUDENTS WILL LEARN

- Branding essentials
- Digital & social media strategy
- Content creation
- Visibility & credibility
- Customer attraction systems

WHO THIS IS FOR

- Entrepreneurs
- Influencers & creatives
- Small business owners



DURATION: 2 WEEKS

DELIVERY: ONLINE

4. SMALL BUSINESS SCALING PROGRAM

- Price: **USD 100** (Group)
- Price: **USD 250** (One-on-One)

PROGRAM OVERVIEW

A growth-focused program for businesses ready to move from “surviving” to “scaling.”

WHAT STUDENTS WILL LEARN

- Growth strategy
- Financial planning & forecasting
- Leadership for scaling
- Market expansion
- Sustainable operations

WHO THIS IS FOR

- SMEs
- Existing businesses
- Founders preparing to scale

DURATION: 6 WEEKS

DELIVERY: HYBRID

