

# BUILD A SUCCESSFUL AND ENTREPRENEURSHIP DIPLOMA



LET YOUR BRILLIANCE SHINE

## Diploma Overview

In the late 1950s, 1960s and 1970s, business professionals tried to instill “successful” big company practices into emerging companies -*probably destroying many*. In the 1980s and 1990s; Peter Drucker, Tom Peters and others challenged this concept. Nowadays, the opposite is done. Business professionals instill entrepreneurial ventures practices into large companies -*maybe we can save them!*

All businesses whether corporate, business units or entrepreneurial business ventures were originated as an idea that shined in a brilliant mind with the purpose of satisfying need or solving a problem in the market. The idea was further developed with a market opportunity where an entire business was built around.

*“Most of what you hear about entrepreneurship is all wrong. It’s not magic; it is not mysterious and has nothing to do with genes. It’s a discipline and like any discipline, it can be learned”* said Peter F. Drucker

“Successful Business Model and Entrepreneurship” diploma is aimed at creative managers inside their corporate who transform a new idea into marketable product or service, influential leaders who establish new business units or departments in an existing firm, and entrepreneurs who build new ventures to seize market opportunities.

The diploma provides the knowledge, practical tools, and techniques of integrated entrepreneurship approach for creating and sustaining a successful business. The diploma also guides learners all through the entrepreneurial process that includes; gathering resources, allocating capital and finances, leading a team, undertaking a risk, performing marketing activities and strategic management to transform this idea into marketable product/ service in a competitive business environment.

## Diploma Objectives

- Learn entrepreneurial mind-set, attitude, knowledge and skills
- Transform creative ideas into marketable products and services
- Start your successful business venture in competitive business environment
- Establish a new business venture, business unit inside an existing company

## Diploma Content

No.	Modules	Duration
One	Entrepreneurship Foundation and Evolution	24 Hours
Two	Business Opportunity and business planning	16 Hours
Three	Financial knowledge money intelligence	16 Hours
Four	New Business Venture Creation	16 Hours
Five	Business Planning	16 Hours



# DIPLOMA OUTLINE

## Module I: Entrepreneurship, the foundation

- Evolution, concept and myths
- Entrepreneurship - Concept and Definition
- Significance of Entrepreneurship
- Entrepreneurship - Evolution and History
- Entrepreneur and small business
- Characteristics of entrepreneurs
- Types of entrepreneurs
- Entrepreneurship vis-à-vis Management
- Entrepreneur myths and reality
- Intrapreneurship – Corporate Entrepreneurship
- Intrapreneurship role in corporate

## Module II: Entrepreneur, building the individual

- Entrepreneur's mindset, attitude & Skills
- Entrepreneurial versus the administrative culture
- Perspectives between entrepreneur and employee
- Creativity and innovation - definition
- Sources and process of idea generation
- Power of excuses and mind blocks
- The Entrepreneurial learning process begins

## Module III: financial knowledge and Money Intelligence, building the

- The world has changed
- A Glimpse on the economic world
- Economic systems: capitalism and socialism
- Our money has been changed
- Middle class of the society....To where?
- Banking systems.... how can I benefit from them?
- Your Income and Money world
- What money world do you live in?
- KSA of each money world
- When money worlds collide
- Move between money worlds
- Nature of financial problems – confrontation process
- Financial problem solving – a key factor
- Problems of the poor and problems of the rich
- Problem chain reaction
- Different approaches to solve money problems

## Participants' Profile

- A wannabe Entrepreneur who wants to establish new business or franchise
- An Executive who is responsible for establishing a business unit and/ or department
- A creative Manager who wants to transform an idea into marketable product/ service
- An employee who dares to give up a steady paycheck to build his own business
- A Head who needs manage innovation and instill entrepreneurial spirit in his teams

## Instructor's Profile

The diploma is led by instructors who are known for their significant teaching experience which is centered on management and entrepreneurship, in addition to their professional background in various businesses and projects that enrich practice and real case studies

- Overview of financial concepts and statements
- Assets and liabilities.... practical definitions
- Your house – is it an asset or liability?
- Difference between facts and opinions
- Who takes my salary?
- Taxes.... where they come from?
- Why bankers do not say the truth about interests?
- A debt: bless or curse?
- Leverage of debts – concept and definition
- Inflation ... the hidden taxes

## Module VI: Creativity and innovation (16 Hours)

- Idea generation and search of new ideas
- Tools of generating ideas
- Opportunity recognition
- Difference between idea and opportunity
- Transform idea into business opportunity
- Creation/ innovation/ invention – the difference
- Value proposition and elevator pitch
- Reaching a final product into Sales
- Develop marketing activities
- Risk/ Reward – Concept and definition

## Module V: New Business Venture Creation

- External factors and internal factors
- Opportunity recognition
- Assessing of opportunities
- Opportunity cost – concept and definition
- Marketing activities and research
- Vision, mission and objectives
- Marketing segmentation, targeting and positioning
- Marketing mix for entrepreneurs
- Value proposition and elevator pitch
- Effective Sales and Customer Services
- Essential Financial Concepts
- Initial capital and start-up cost
- Financing strategy: equity versus debts
- Managing cash flow
- Fixed and variable costs
- Estimating cost and forecasting revenue
- Legal forms of business ventures



## Contacts

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