

Advanced Diploma

Subject: Entrepreneurship

The demand for Entrepreneurship and for developing innovative new business models has mushroomed over the last few years. There are many factors that are driving the need for such expertise, and these include the dismal economic situation at home, and the extremely competitive international business environment. As a result, we have seen a tremendous amount of private capital funding as well as Governmental subsidies and support both at the International and local scenes. This training workshop provides people interested in entrepreneurship with the critical frameworks, methods, and techniques to design and conceive non-traditional and disruptive business models.

Time-Frame:	147 Hours/ 2 Days per week, 05:00 p.m. till 07:00 p.m.
Audience:	Candidates with a College level degree or equivalent experience
Presentation Tools:	Books & PowerPoint
Required Tools from Audience:	Laptops or Tablet PCs
Participants:	10 to 20
Date:	Starting from 6 February 2017
Place:	Ashrafieh Campus
Cost:	\$3500 + Registration
Deadline for Registration:	January 30 th , 2017

➤ **Business Entrepreneurship: The Basics** (21 Hours)

This course provides an introductory overview of the business organization, focusing on both internal issues such as the structure of business, its principal functions and activities, and social and ethical concerns, as well as external issues, such as the economic, technological, and competitive landscapes and how these influence decision-making.

➤ **Business Accounting** (21 Hours)

This course develops a foundational understanding of basic accounting principles and statements, considering the role of accounting information as it relates to decision-making. Students develop competencies in journal entry processing and in the preparation and interpretation of income statements, balance sheets, and statements of changes in owners' equity.

➤ **Business Law** (21 Hours)

This course focuses on the general and emerging legal principles that apply to business. Competencies are developed in identifying and analyzing those legal issues that are pertinent to day-to-day business transactions and relationships.

➤ **Managing a Business Start-Up (21 Hours)**

This course introduces participants to basic entrepreneurship skills. Participants learn how to recognize and approach opportunity, and to assess feasibility and potential of the idea. They assemble the necessary business and financial resources to launch, organize, manage, and grow a new business profitably, respond to obstacles and change, and employ harvesting, replication and exit strategies. The course also explores the dynamics of family business, buying into a going concern and franchise opportunities.

➤ **Entrepreneurial Strategies (21 Hours)**

This course focuses on the development of strategies for entrepreneurial ventures, building on concepts covered in previous courses. Strong emphasis is placed on tactical application. Case studies and live company analyses are employed liberally, examining successful business practices for both new companies and recent start-ups.

➤ **Financials, Feasibility studies and Business Plan (21 Hours)**

In this course, participants develop a written business plan for an existing or proposed new business, ultimately proposing the completed plan to an expert panel. It is expected that the participants have a new business concept in mind at the start of the course, as this concept forms the basis of the business plan and the work to be completed throughout the course.

➤ **Brand and Social Media Marketing (21 Hours)**

In this course, the participants will study about the branding and social media marketing. Social Media channels, along with the way we use them, will continue to change. However, there are foundational marketing strategy principles that will consistently guide professionals in the ever-evolving world of Social Media Marketing. In this course participants will learn to establish a Vision, set guiding and measurable Social Media Marketing Goals, identify and define Target Audiences, apply Social Media Marketing tactics, and measure, analyze and assess results. Comprehension and application of these principles will enable participants to build an effective Social Media Marketing strategy for brands and businesses that achieves business objectives.