

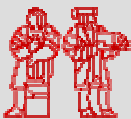


Introduction: Entrepreneurship

Kenya 2005

What is entrepreneurship?

The process of creating a business capable of entering new or established markets by deploying resources and people in a unique way.



Who is an entrepreneur?

- A person who creates and manages change by the recognition of opportunities (needs, wants, problems, and challenges) and develops resources to take advantage of the opportunity and creates a venture.



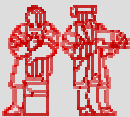
Importance of Entrepreneurship

- Entrepreneurship is essential for the economic development of every country
- Through entrepreneurship new ideas and inventions are developed and this enables continual improvement of societies and their organizations



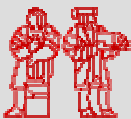
Objectives of Course

- Teach you the global interplay of producers and consumers
- Teach you how to identify opportunities in your community by looking at the needs and problems in your community
- Teach you how to manage the resources you have and to enable you to take advantage of the opportunities in your community
- Hopefully get you to be a producer !!!



Organization of the Course

- 8 entrepreneurship lectures
- A few visiting speakers
- Entrepreneurship competition with a cash prize!!!



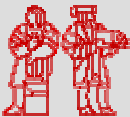
Student Groups

- Students in the class will be required to form groups and choose a name for the group.
- Members of a group should sit near each other during the class period to facilitate discussions.
- Each group will consist of at least 5 students but no more than 7 students
- Students are required to choose a group with good dynamics
 - i.e. people who bring different abilities to the group
- The purpose of the group is to facilitate group learning and team experience



Organization of the Lectures

- Part 1: Producers vs. Consumers
- Case Study: Africa
- Part 2: The entrepreneurial mindset
- Case Study: Amazon.com
- Part 3: Writing Business Plans
- Case Study: FedEx
- Part 4: Production Excellence
- Case Study: Lion King the movie
- Part 5: From consumer to producer
- Case Study: Wipro Technologies
- Part 6: Business Innovation and Excellence
- Case Study: Scandinavian Airlines
- Part 7: E-commerce
- Case Study: Ebay.com
- Part 8: Entrepreneurs and Social Change
- Case Study: Johnson Development Corporation



Entrepreneurship Speakers

- We will have local successful entrepreneurs visiting who will talk about their experience
- Their lectures will have a Q and A session at the end so that students can ask them about any questions they may have.



The entrepreneurship competition

- Cash Prizes will be for the best business plans that will be written by students/student group
- We will look at the potential of the business plan, it's viability and whether the organization demonstrates that it can successfully undertake the venture.
- Completion date will be at the end of week 5.
- Winners will be announced in early September and they will receive the prize money and assigned mentors who will monitor their progress and advice them on how to make their ideas a reality



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