



# Business Management and Entrepreneurship Course “From Idea to Enterprise”

11<sup>th</sup> of March – 20<sup>th</sup> of May 2017  
London, United Kingdom

# Business Management and Entrepreneurship Course

## “From Idea to Enterprise”



### **Practical information about the course**

**Dates:** 11<sup>th</sup> of March – 20<sup>th</sup> of May 2017.

**Duration:** 9 weeks.

**Location:** the training course will be conducted at Hilton Hotel London Canary Wharf.

**Number of participants:** maximum 25 (the number of spaces are limited for the quality reason). However you can pre-register for next course from 3<sup>rd</sup> of June 2017.

**The program covers:** 1. Lunch for participants. 2. Two coffee breaks per day. 3. Certificates fee

**The program does not cover accommodation,** though the organisers can advise you on bookings.

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### The features of the course (what makes it different from the others):

- ✓ Start your own business or develop a current venture/company during/after the course.
  - ✓ Combination of formal and non-formal education methods.
    - ✓ Dynamic and active involvement of participants.
    - ✓ Sessions will be conducted on the weekends.
    - ✓ International team of trainers and experts.
    - ✓ Submission of homework via e-module.
    - ✓ Coaching and mentoring support.
      - ✓ The value for the offered price.
      - ✓ Pitching to potential investors.



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### About the course

Do you want to start a business or develop a new product or service in an existing venture? Our course “From Idea to Enterprise” will help you to develop certain skills, to gain the essential competencies and equip you with working tools to do it efficiently. We will cover the most important elements of starting your own business or developing of new products/services in existing ventures from Problem Analysis and Idea Development to Strategic Planning and Pitching to potential investors.



### The content of Course

#### **The programme is made up of the next core modules:**

1. Introduction into business and entrepreneurship.
2. Personal understanding and motivation towards business.
3. Problem and needs analysis.
4. Developing a business idea with Design Thinking method.
5. Market research and analysis.
6. Business Model Canvas.
7. Legal framework
8. Finance management.
9. Marketing and PR for business.
10. Strategic development.
11. Funding and investment opportunities.
12. Pitching and Public Speaking.
13. Soft skills for business.
14. Coaching and mentoring in business.
15. Final pitching and meeting investors.

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### Course Programme (the sessions will be conducted on weekends).

**Week 1 (11-12 March)** – Introduction: 1) Introduction to Business and Enterprise. 2) Personal Understanding and Motivation towards business, personal strengths and weaknesses). 3) Problem and needs analysis. 4) Working with the Design Thinking method.

**Week 2 (18-19 March)** – Developing a business idea: Working with the Design Thinking method.

**Week 3 (25-26 March)** – Market research and analysis: 1) Finding the opportunities, gaps, barriers on a market towards a business idea. 2) SWOT analysis of a business idea. 3) Coaching on personal awareness.

**Week 4 (1-2 April)** - Working on a strategic management template Business Model Canvas.

**Week 5 (8-9 April)** – Legal framework and finance management for business: 1) Legal framework. 2) Finance and Management accounting.

**Week 6 (22-23 April)** – Marketing and PR for Business: 1) Marketing for Business. 2) PR for Business.

**Week 7 (6-7 May)** – Strategic development for Business: 1) Strategic Planning. 2) Human Resource Management 3) Funding and investment opportunities.

**Week 8 (13-14 May)** - Soft skills for Business: 1) Teamwork. 2) Communication. 3) Leadership. 4) Presentation 5) Pitching and Public Speaking. 6) Coaching and mentoring.

**Week 9 (20 May)** – Final pitching and closing: 1) Pitching to business owners and potential investors. 2) Certificates and closing.

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### Qualification (Certification)

Business Management Certificate - Level 3

30 Credits

**! Note:** Participants should attend 90% of program in order to be eligible for the certificate.

**!! Note:** Participants should present the business plan for the qualification.

### Course Attendees Will Also Receive:

1. Detailed Training Pack.
2. Coaching and mentoring (ongoing support) during the course and after care (within 1 month).

### Who can take part in course?

The course is open for everybody who wants to start a business or who has launched a business and wants to develop a new product/service/solution. People with all levels of experience will benefit from the programme. There is no age or residency country (the visa help will be available for participants from overseas) limit. Teams are welcome and will get a discount.



### The results of Course

A fully worked-through and ready to be implemented solution for a new venture or a new product/service/solution for existing business.

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### Selection procedure

Interested candidates should submit their application form before 6 pm (U.K) on following deadlines

**Early bird:** 31<sup>st</sup> January 2017.

**Regular:** 25<sup>th</sup> February 2017.

**Later comer:** 3<sup>rd</sup> March 2017.

1. Selection will be based on motivation, qualification and interest in the course.
2. Selected participants will be interviewed via Skype by one of the course trainers.
3. Final decision of selection will be done after the Skype meeting.
4. Participants are not required to have university or higher education degree. However they can use the certificate for their grade. This should be checked with your school/university.
5. If you want take part in the course as a team please mention in the application form who is the leader of your team as the interview will be conducted only with a team leader.



**To apply for the training course please fill the form:** [Application Form](#)

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### Cost of the course

1. Early bird and teams (minimum 3 people) discount: £1575 until January 31<sup>st</sup> 2017.
1. Regular £1750 until February 25<sup>th</sup> 2017.
1. Latecomer £1850 until March 3<sup>rd</sup> 2017.

### Payment

Participants can pay with credit card or via bank transfer. Only selected participants will be proceed for the payment. Selected participants will have 3 days for payment after the mentioned deadlines above.

### Cancellation:

In case of cancellation the following process will be applied.

**4 weeks** before the starting Date: Candidate can claim back the 70% of admission fee.

**3 weeks** before the starting Date: Candidate can claim back the 50% of admission fee.

**2 weeks** before the starting Date: Candidate can claim back the 20% of admission fee.

**1 week or less** than a week before the starting Date: Candidate is not able to claim the admission fee back.

**! Not:** selected applicants will proceed for the payment. Applicants will be notified after Skype interviews.



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### The trainers and coaches

We have international team of the trainers and coaches with a wealth of experience both as practitioners and training providers.

**Zek Dundar** - a professional trainer on personal development, project management and entrepreneurship, a co-founder of Global Ideations Consulting Company ([www.globalideations.com](http://www.globalideations.com)), Dynamic Development Association ([www.dd.org.tr](http://www.dd.org.tr)) and a director of Worldview Impact Foundation ([www.worldviewimpact.org](http://www.worldviewimpact.org)). Zek graduated from Istanbul Yildiz Technical University (Istanbul, Turkey) as an Electrical Engineer and master degree on International Business Management from EAE Business School in Madrid, Spain. As a trainer he has conducted than 100 different national and international training courses, seminars and conferences all around the Europe and North Africa in frame of European Commission Programmes Youth In Action and Erasmus +.

More information about Zek can be found at : [www.zekdundar.com](http://www.zekdundar.com) and [Zek Dundar](#)

**Olga Kapachenia** - a professional trainer, project manager on entrepreneurship, soft skills, PR and Design Thinking facilitator for nonprofits and businesses. Olga studied Public Relations in the Belarusian State University (Minsk, Belarus). During her study she started to work as a journalist, copywriter and later on as a PR-specialist for businesses. Since 2009 she also has been conducting local and international projects and trainings for non-profits and business companies as a project manager and a trainer. Olga is passionate about social entrepreneurship and socially responsible business, where she brings the best parts from her business and the third sector experience.

More information about Olga can be found at: [Olga Kapachenia](#)

**Dr. Bremley Lyngdoh** - a climate change and sustainable development professional with over 20 years experience working with governments, IGOs, NGOs and the private sector developing a range of innovative projects in Asia, Africa and South America. The projects aim at producing ecologically sound and economically viable activities that contribute directly to reducing rural poverty, and generating productive sustainable livelihoods for vulnerable local communities. Bremley has all the relevant experience in project sourcing and development. He is the Founder & CEO of Worldview Impact Ltd. ([www.worldviewimpact.com](http://www.worldviewimpact.com)).

More information about Bremley can be found at [Bremley Lyngdoh](#)

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**Nouman Pervez** - an operation manager at Acculearn Training, London. He has over 15 years of experience in training and education course development, management and marketing in the education industry with proven track record of delivering quality courses and successful marketing programmes. Mr. Nouman Pervez has consistently demonstrated commitment and strength in developing innovative solutions through strategic focus, team orientation and solid execution. He was appointed Operation Manager at Acculearn Training, London since 2014. Mr Pervez was responsible for directing and managing the School of Business, its promotion and marketing programmes. He also exhibited a flair for delivering lectures and training in Marketing. His other appointment as head of Course Development, Mr. Pervez is responsible for providing sound academic leadership in curriculum development, pedagogy, course structure and design.

**Leilani Van Rheenen** - a life-coach and co-founder of The Global Ideations consulting company ([www.globalideations.com](http://www.globalideations.com)). For 8 years Leilani was working in the third sector, including trainer work for the Turkish National Agency (Türkiye Ulusal Ajans) under the EU Education and Training and Youth Programme Erasmus + and for a wide range of organisations and companies throughout Turkey and Europe. She was trained as a life coach by Fowler Wainwright Institute and as a strategic interventionist by Tony Robbins through the Robbins-Madanes Coach Training Center ([www.rmtcenter.com](http://www.rmtcenter.com)). Leilani founded Global Ideations in order to carry out her passion of supporting positive transformation on an individual and organisational level using training, coaching and public speaking methods.

More information about Leilani can be found at [Leilani van Rheenen](#)

**Derek John** - a director of a legal consulting company Global Trends Limited. Derek obtained a law degree from Aberystwyth University and qualified as a solicitor in February 1983. He worked for Suriya and Co firm (as it was called that time) in Ilford Lane (London) and for various firms in East London. Derek is no longer a practicing solicitor but he carries out consultancy work for various companies in the area. Currently he is director and senior partner at J R Accounts – Chartered Certified Accounts. He is expert on financial analysis, corporate finance, financial reporting, taxation and strategic financial.

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### The Organisers



**Acculearn Training** (London, UK) is a leading skills and employability training provider, with the focus of helping individuals and businesses to achieve their full potential.

With our experienced team who has extensive business, industry and educational experience, we are here to help our learners to “achieve excellence in training” by being highly responsive and flexible to employers’ needs for qualified and competent staff; by supporting some of the most disadvantaged people into sustainable employment and, for

our funders, by helping create jobs which last in the communities where we work. With our ‘can do’ culture at Acculearn Training empowers our staff to provide the personalised and flexible approach which adds value and makes the difference.

For more information please visit: [www.acculearn.co.uk](http://www.acculearn.co.uk)



**Global Ideations** (London, UK) is an international training and consulting company. Global Ideations is to support the development of individuals, organisations, companies and societies in order to solve problems and reach their full potential. This goal is achieved through multiple methods including training, coaching, mentoring, consulting and public speaking.

Global Ideations was founded in Michigan, US in February 2013 and opened its branches in Istanbul, Turkey in September 2014 and in London, UK in September 2016. Global Ideations has co-partners in Spain, Lithuania, Italy and Mexico.

For more information please visit: [www.globalideations.com](http://www.globalideations.com)

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### [Worldview Impact Ltd](#)

Worldview Impact is a Social Enterprise in cooperation with LSE Entrepreneurs at the London School of Economics and Political Science. We are trying to attain the same by

building sustainable models around agroforestry projects in the developing world. Our mission is to make the green investments grow in the projects that are mitigating climate change at the grassroots level and generating sustainable livelihood opportunities at the same time.

For more information please visit: [www.worldviewimpact.com](http://www.worldviewimpact.com)

### How to find out more?

If you need more information please do not hesitate to contact us:

**Tel:** 07469811522 (available Mon-Fri from 09.00 to 18.00).

**Email:** [e.course@acculearn.co.uk](mailto:e.course@acculearn.co.uk)



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