

SCHOOL OF MANAGEMENT AND COMMUNICATION

PROFESSIONAL CERTIFICATE IN ENTREPRENEURSHIP



THE ENTREPRENEUR DIVE

DISCOVER BUSINESS IDEAS THAT ARE RELEVANT AND PRACTICAL THROUGH THE ACCELERATED D.I.V.E METHODOLOGY. REAL LIFE CASE EXAMPLES OF RP ENTREPRENEURS WILL BE SHARED

 **SIGN UP NOW!**



DIGITAL INTELLIGENCE: OPPORTUNITY IDENTIFICATION

EXPLORE HOW BUSINESS INTELLIGENCE ALLOWS A BUSINESS TO USE DATA ON CUSTOMER PURCHASING PATTERNS, DEMOGRAPHICS, DEMAND TRENDS TO MAKE EFFECTIVE STRATEGIC DECISIONS

 **SIGN UP NOW!**



BUSINESS CANVAS FOR INNOVATION

USE THE VALUE CREATION PROCESS TO GENERATE AND EVALUATE VARIOUS BUSINESS IDEAS. EXPLORE THE PROCESSES AND METHODOLOGIES NEEDED TO TAKE AN IDEA ALL THE WAY TO THE MARKET

 **SIGN UP NOW!**



FINANCING FOR INNOVATIONS

EXPLORE THE FUNDING AVAILABLE FOR DIFFERENT TYPES OF INNOVATIONS AND LEARN KEY CONSIDERATIONS IN FINANCIAL FORECASTING

 **SIGN UP NOW!**



BUSINESS PITCHING THROUGH STORYTELLING

THIS MODULE COVERS THE ART OF BUSINESS PITCH THROUGH STORYTELLING. DISCUSS CONTENTS TO COVER WITHIN A PITCH AND DIFFERENT TYPES OF PITCHES FOR DIFFERENT SITUATIONS

 **SIGN UP NOW!**



LAUNCHING YOUR STARTUP

DISCOVER THE ESSENTIALS IN SETTING UP AN E-COMMERCE ONLINE BUSINESS. LOOKING AT POSSIBLE IDEAS FOR PRODUCTS AND SOURCES OF SUPPLIERS. COMPARE COMMON E-COMMERCE PLATFORMS AND DISCUSS PAYMENT, SHIPPING AND SIMPLE MARKETING OF PRODUCTS

 **SIGN UP NOW!**



**GET AWARDED WITH A PROFESSIONAL
CERTIFICATE IN ENTREPRENEURSHIP
UPON COMPLETION OF ALL MODULES**

REGISTER NOW