



THE UNIVERSITY OF THE WEST INDIES
OPEN CAMPUS
St. Kitts-Nevis

ENTREPRENEURSHIP & BUSINESS: THEORY & PRACTICE

COURSE DESCRIPTION

Participants shall be exposed to a variety of theoretical underpinnings that guide entrepreneurship and small business development. Through the development of a small business plan, the participant shall be provided with practical and real-life examples of small business management and entrepreneurship. The course will include advertising, marketing and promotion techniques such as segmenting your market, understanding brands and planning how to sell your products or services.

PURPOSE

This is an integrative course addressing both the theoretical and practical issues of entrepreneurship and small business ownership. It is designed to provide students with an insight of the principles and strategies necessary to understand the differences and similarities between business management and entrepreneurship, become a more efficient manager, develop themselves and their business more effectively. It provides coverage of the theoretical and practical skills needed to ensure a thorough comprehension of the terminology and the inter-connection in the world of business. It also enables the student to identify whether they are a small business owner or an entrepreneur.

LEARNING OUTCOMES

At the end of the course, participants will be able to:

1. Identify the differences between entrepreneurship and small business
2. Show an awareness of the strengths and weaknesses in having a small business
3. Demonstrate key aspects of effective business planning
4. Discuss marketing and marketing techniques suitable for their business/brand
5. Develop a proposal for potential investors evidencing their understanding of marketing and brand management.
6. Analyse theoretical underpinnings and practical examples in business
7. Develop a range of practical / professional skills – time management, business/market research, group work (including co-ordination and delegation), negotiation skills and presentation skills.

COURSE CONTENT

This course includes the following topics:

1. Theoretical underpinnings of entrepreneurship and small business
2. Business Ownership versus Entrepreneurship
3. Competitive Strategy and Customer Satisfaction
4. Market Segmentation
5. Marketing and Brand Management
6. Communication Skills
7. Business Plan Development

HOW MUCH WILL THIS COURSE COST? COURSE CONTENT

This 10-week course costs EC\$600.00.

The University reviews tuition fees annually and course fees may be subject to change.

Courses are only offered if there is a viable class size.