

SHORT LEARNING PROGRAMME: ENTREPRENEURSHIP



Programme Overview

This module introduces learners to entrepreneurial thinking and innovation within a modern business environment. It focuses on identifying opportunities, developing business ideas, and understanding the dynamics of starting and managing small to medium enterprises (SMEs).

Learners will explore entrepreneurship from both local and global perspectives, with emphasis on innovation, business modelling, and venture creation.

Career Opportunities

- Entrepreneurs and start-up founders
- Business consultants and advisors
- SME managers
- Innovation and strategy roles
- Business development professionals

Course Code

WSENIN010

Accreditation Status

This is a non-credit-bearing Short Learning Programme.

Duration

6 - 8 weeks

Entry Requirements

- Admission into a relevant IIE qualification

Topics Covered

- Entrepreneurship and innovation principles
- Opportunity identification and feasibility
- Business models and planning
- SME development and management
- Global and local entrepreneurial environments

Assessments

Students will be expected to do a variety of assessments. This can include assessment activities such as tasks, activities, formative, summative and port folios of evidence.

Certification

Upon completion of this course, students will be awarded a **Waterfall School of Business Skills Certificate: Entrepreneurship** from Waterfall School of Business.