Training course on Entrepreneurship and Small Business Development: Fostering Local Economic Activity

Professional Development Training Course Outline

Category	Economics Institute	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Entrepreneurship and Small Business Development: Fostering Local Economic Activity

Introduction

Entrepreneurship and small business development are vital drivers of local economic activity, job creation, and innovation. Training Course on **Entrepreneurship and Small Business Development: Fostering Local Economic Activity is** designed to equip participants with the knowledge and skills necessary to foster entrepreneurship and support small businesses in their communities. By exploring strategies for business development, attendees will learn how to create an enabling environment for entrepreneurs and enhance local economic resilience.

Through a combination of theoretical insights and practical applications, participants will examine key concepts such as business planning, access to finance, marketing strategies, and the role of government in supporting small businesses. The course emphasizes the importance of community engagement and stakeholder collaboration. By the end of the course, attendees will be prepared to implement effective initiatives that promote entrepreneurship and stimulate local economies.

Course Objectives

1. Understand the principles of entrepreneurship and small business development.
2. Analyze the role of small businesses in local economic growth.
3. Evaluate the challenges faced by entrepreneurs and small businesses.
4. Develop effective business plans and strategies.
5. Explore financing options for small businesses.
6. Assess marketing strategies for local enterprises.

7. Utilize data and tools for business development analysis.
8. Engage stakeholders in entrepreneurship initiatives.
9. Examine case studies of successful small business programs.
10. Address gender and diversity considerations in entrepreneurship.
11. Formulate recommendations for enhancing local economic activity.
12. Discuss the role of innovation in small business development.
13. Foster collaboration across sectors to support entrepreneurship.

Target Audience

1. Aspiring entrepreneurs
2. Small business owners
3. Development practitioners
4. Policy analysts
5. NGO workers
6. Graduate students in business or economics
7. Government officials
8. Community organizers

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Entrepreneurship

- Overview of entrepreneurship concepts and definitions.
- The importance of entrepreneurship in economic development.
- Key characteristics of successful entrepreneurs.
- Historical context of entrepreneurship and small business development.
- Case studies of influential entrepreneurs.

Module 2: The Role of Small Businesses in Economic Growth

- Analyzing the contributions of small businesses to local economies.
- Understanding the impact of small businesses on job creation.
- Evaluating the role of small enterprises in innovation.
- Discussing the challenges and opportunities for small businesses.
- Case studies on successful small business contributions

Module 3: Identifying Business Opportunities

- Techniques for identifying and evaluating business ideas.
- Understanding market demand and customer needs.
- Analyzing industry trends and competitive landscapes.
- Conducting feasibility studies for business concepts.
- Case studies on successful opportunity identification.

Module 4: Business Planning and Strategy Development

- The components of a comprehensive business plan.

- Developing mission and vision statements.
- Setting goals and objectives for business growth.
- Creating operational and financial strategies.
- Case studies on effective business planning.

Module 5: Access to Finance for Small Businesses

- Overview of financing options available to entrepreneurs.
- Analyzing traditional and alternative funding sources.
- Understanding microfinance and community lending.
- Developing financial projections and budgets.
- Case studies on successful funding strategies.

Module 6: Marketing Strategies for Local Enterprises

- The importance of marketing in small business success.
- Analyzing target markets and customer segmentation.
- Developing effective branding and promotional strategies.
- Utilizing digital marketing tools for small businesses.
- Case studies on successful marketing campaigns.

Module 7: Building a Supportive Ecosystem for Entrepreneurs

- Understanding the components of an entrepreneurial ecosystem.
- The role of local government and institutions in supporting businesses.
- Strategies for fostering collaboration among stakeholders.
- Engaging local communities in entrepreneurship initiatives.
- Case studies on thriving entrepreneurial ecosystems.

Module 8: Innovation and Small Business Development

- The role of innovation in driving business growth.
- Analyzing different types of innovation (product, process, business model).
- Strategies for fostering a culture of innovation in small businesses.
- Evaluating the impact of technology on entrepreneurship.
- Case studies on innovative small businesses.

Module 9: Gender and Diversity in Entrepreneurship

- Understanding the importance of diversity in entrepreneurship.
- Analyzing barriers faced by women and marginalized groups.
- Strategies for promoting inclusive entrepreneurship.
- Evaluating programs aimed at supporting diverse entrepreneurs.
- Case studies on successful diverse business initiatives.

Module 10: Monitoring and Evaluating Business Success

- Techniques for assessing business performance and growth.
- Understanding key performance indicators (KPIs) for small businesses.
- Utilizing data for continuous improvement.

- Developing evaluation frameworks for entrepreneurship programs.
- Case studies on effective performance monitoring.

Module 11: Challenges and Solutions in Small Business Development

- Identifying common challenges faced by small businesses.
- Analyzing economic, regulatory, and market barriers.
- Strategies for overcoming obstacles to business growth.
- Discussing the role of resilience in entrepreneurship.
- Case studies on overcoming business challenges.

Module 12: Course Review and Capstone Project

- Reviewing key concepts and methodologies covered in the course.
- Discussing common challenges and solutions in entrepreneurship.
- Preparing for the capstone project: developing a local entrepreneurship action plan.
- Presenting findings and receiving feedback from peers.
- Formulating a personal action plan for future work in entrepreneurship.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.

- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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