Training course on Gender and Entrepreneurship

Professional Development Training Course Outline

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

Course Introduction

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Programme Curriculum

Training Course on Gender and Entrepreneurship

Training Course on **Gender and Entrepreneurship Training** is designed to empower participants with the knowledge and skills necessary to understand and address the unique challenges and opportunities faced by women entrepreneurs. Women play a crucial role in driving economic growth and innovation, yet they often encounter systemic barriers that hinder their entrepreneurial potential. This course focuses on promoting gender equality in entrepreneurship, enhancing business skills, and fostering a supportive ecosystem for women entrepreneurs.

Participants will engage in interactive workshops, case studies, and practical exercises to develop gender-responsive business strategies and plans. By examining the specific challenges that women face in accessing resources and opportunities, participants will learn how to advocate for policies that support women in entrepreneurship. By the end of the program, participants will be equipped with the tools and knowledge to lead and thrive in their entrepreneurial ventures, contributing to a more inclusive economy.

Course Objectives

1. Understand the relationship between gender and entrepreneurship.
2. Analyze the challenges and barriers faced by women entrepreneurs.
3. Develop gender-responsive business strategies and plans.
4. Engage stakeholders in supporting women entrepreneurs.
5. Advocate for policies that promote gender equality in entrepreneurship.
6. Identify effective marketing and branding strategies for women-led businesses.
7. Enhance financial literacy and access to funding sources.

8. Build networks and mentorship opportunities for women entrepreneurs.
9. Overcome challenges and develop resilience in business.
10. Create action plans to implement gender-responsive initiatives.
11. Explore innovative approaches to entrepreneurship for women.
12. Understand the impact of gender on business leadership styles.
13. Equip participants to lead initiatives that foster inclusive entrepreneurship.

Target Audience

1. Aspiring women entrepreneurs
2. Current women business owners
3. Business development professionals
4. Policy makers
5. Support organizations and NGOs
6. Community leaders
7. Financial institutions
8. Educators in entrepreneurship

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Gender and Entrepreneurship

- Defining key concepts: gender, entrepreneurship, and equity.
- Overview of global trends in women's entrepreneurship.
- Understanding the impact of gender on business ownership and success.
- Historical context of women in entrepreneurship.
- Setting course objectives related to gender and entrepreneurship.

Module 2: Gender Analysis in Entrepreneurship

- Techniques for conducting gender analysis in the entrepreneurial landscape.
- Identifying barriers to access and success for women entrepreneurs.
- Tools for collecting gender-disaggregated data on entrepreneurship.
- Case studies of effective gender analysis in entrepreneurial initiatives.
- Ensuring ethical considerations in data collection.

Module 3: Developing Gender-Responsive Business Plans

- Crafting business plans that reflect gender-specific needs and opportunities.
- Prioritizing gender equality initiatives in business development.
- Engaging stakeholders in business planning processes.
- Techniques for presenting business proposals effectively.
- Analyzing successful gender-responsive business cases.

Module 4: Access to Finance and Resources

- Understanding barriers to financial access for women entrepreneurs.
- Strategies for improving access to capital and resources.
- Exploring alternative funding sources (grants, microfinance, etc.).
- Developing financial literacy and management skills.
- Case studies of successful funding initiatives for women entrepreneurs.

Module 5: Marketing and Branding for Women Entrepreneurs

- Strategies for effective marketing and branding.
- Understanding the role of social media in business promotion.
- Developing a strong personal and business brand.
- Techniques for reaching target audiences effectively.
- Analyzing successful marketing campaigns by women entrepreneurs.

Module 6: Networking and Mentorship

- Importance of networking for women entrepreneurs.
- Strategies for building effective networks and connections.
- Engaging in mentorship and support programs.
- Developing skills for peer-to-peer learning and collaboration.
- Case studies of successful mentoring initiatives.

Module 7: Overcoming Challenges in Entrepreneurship

- Identifying common challenges faced by women entrepreneurs.
- Strategies for overcoming obstacles and building resilience.
- Developing problem-solving and negotiation skills.
- Sharing personal experiences and lessons learned.
- Analyzing case studies of women who have overcome challenges.

Module 8: Legal and Regulatory Frameworks

- Understanding the legal landscape for entrepreneurs.
- Analyzing regulations that affect women-owned businesses.
- Strategies for advocating for supportive policies.
- Engaging with government and regulatory bodies.
- Case studies of successful policy advocacy.

Module 9: Monitoring and Evaluation in Women’s Entrepreneurship

- Developing indicators for measuring success in women’s entrepreneurship.
- Tools for evaluating the effectiveness of business initiatives.
- Reporting on gender-related business impacts and achievements.
- Adjusting strategies based on evaluation findings.
- Continuous improvement in gender and entrepreneurship practices.

Module 10: Advocacy for Gender Equality in Entrepreneurship

- Building advocacy skills for promoting gender-responsive entrepreneurial policies.
- Strategies for engaging decision-makers and influencers.
- Communicating the benefits of gender equality in entrepreneurship.
- Utilizing media and social platforms for advocacy.
- Analyzing successful advocacy campaigns.

Module 11: Building Supportive Ecosystems for Women Entrepreneurs

- Importance of collaboration among stakeholders.
- Engaging civil society and community organizations.
- Building alliances with other entrepreneurs and support networks.

- Sharing resources and knowledge for gender-responsive entrepreneurship.
- Case studies of successful collaborative initiatives.

Module 12: Action Planning for Gender and Entrepreneurship Initiatives

- Developing personalized action plans for gender-responsive entrepreneurship initiatives.
- Setting measurable goals for business development.
- Identifying resources and support networks.
- Creating sustainability plans for ongoing gender efforts.
- Sharing action plans and receiving feedback.

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 communiti

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

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