

Full payment is required to confirm your booking

All payments are made payable to
Nelson Mandela University

Upload proof of payment
to your online application

Banking details
Standard Bank - Port Elizabeth
Branch Code: 050417
Account No: 080263011
Reference No: 3261 - 4120 (your surname)

CANCELLATIONS/REFUNDS

Course fees are not refundable unless
cancellation has been made at least seven days
prior to course commencement.

A 30% admin/cancellation fee is levied.

If the course is fully booked or cancelled by the
Nelson Mandela University, a full refund of fees
will be made.

**Nelson Mandela University students
(past/present) applying for this course
must ensure that their student account is
settled in full.**

NELSON MANDELA
UNIVERSITY

Unit for Continuing
Education

Change the World

For more information contact:

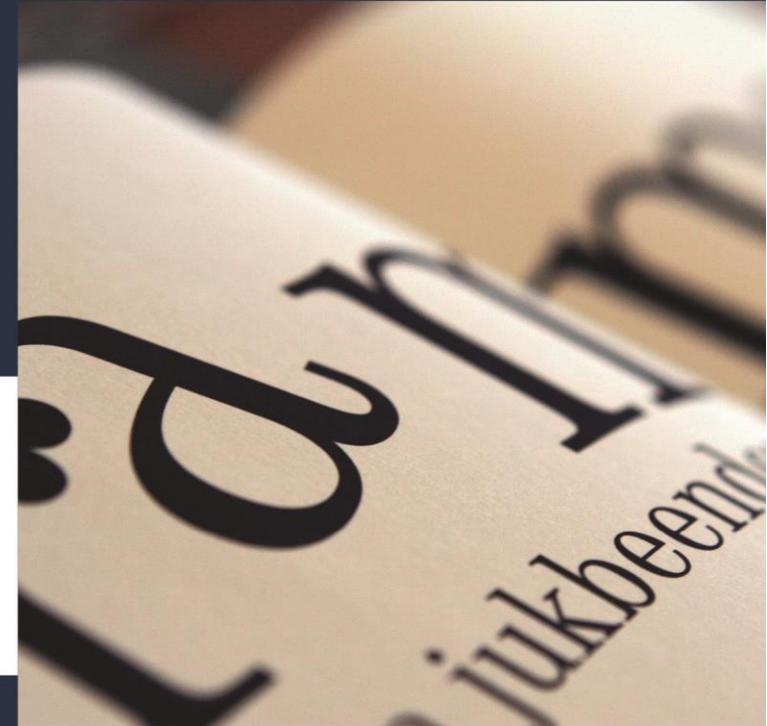
Prof Shelley Farrington

Email:

Shelley.Farrington@mandela.ac.za



mandela.ac.za



**Foundational
Entrepreneurship**

Foundational Entrepreneurship

The lean start-up approach

COURSE FEE

R5 800 per participant

COURSE DURATION

Over 12 Weeks
Self-paced with weekly deadlines

COURSE DATES

1st March – 31st May 2022

FACILITATOR

Prof Shelley Farrington in collaboration with
Wadhvani Foundation

COURSE OUTCOMES

Nelson Mandela University certificate of completion (minimum requirements)
Opportunities for continued support

COURSE DELIVERY

Fully online
LearnWise platform
Videos, activities, presentations, quizzes and final project
Individual mentoring

COURSE OBJECTIVE

To equip individuals with an entrepreneurial mind-set and the skills to become an entrepreneur.

TARGET PARTICIPANTS

Individuals or teams with a business idea that they would like to pursue.

COURSE CONTENT

Lesson 1: Self discovery

- Identify strengths and entrepreneurial style
- Effectuation

Lesson 2: Opportunity discovery

- Identify and validate problems worth solving
- Design thinking

Lesson 3: Customer and solution

- Market types and customer identification
- Value propositions

Lesson 4: Business model

- Business model and lean approach
- Lean canvas
- Riskiest assumptions

Lesson 5: Validation

- Blue ocean strategy
- Solution demos

Lesson 6: Finance

- Costs, revenues, margins and profits
- Initial financing

Lesson 7: Team

- Roles and responsibilities
- Identify the right team members

Lesson 8: Marketing and Sales

- Positioning and branding
- Channels
- Sales

APPLICATION PROCESS

- Make payment at Cashiers or Direct deposit
- Complete the online application process using the following link: <http://slp.mandela.ac.za/>

DOCUMENTS NEEDED

- Proof of payment
- Application form
- ID document

Administrative enquiries can be made via: Storm.Watson@mandela.ac.za

A maximum of 10 individuals or teams can be accommodated