

BUSINESS AND REGIONAL ENTERPRISE UNIT

ENTREPRENEURIAL ENTERPRISES

INTENSIVE COURSE

Develops insight into the principles and practices of entrepreneurship and its role in creating enterprises whether these enterprises operate in the profit or not-for-profit sectors, are small, medium or large.

Covers:
The nature and importance of entrepreneurship; forms of entrepreneurship; the entrepreneurial process; the entrepreneurial mind; creativity, ideas and innovation; screening entrepreneurial opportunities; identifying resources to support entrepreneurial activities; intellectual property issues; accessing finance and other resources; the entrepreneurial team; assessing risk; business structure and ethics; entrepreneurial strategy; finding and reaching customers and marketing innovation; feasibility planning.

ENROL NOW!

COST: \$425

WHYALLA

MONDAY 19 JULY – FRIDAY 23 JULY 2010
9.10 AM - 4.30 PM in Rooms 33 & 67
111 Nicolson Avenue
(On-campus Student Accommodation Available)

MOUNT GAMBIER

9.10AM – 4.30PM
MONDAY 19 JULY – FRIDAY 23 JULY 2009
Room G47
Wireless Road

Facilitators

MS HELEN STRICKLAND and DR PETER FAIRCHILD

For further information please contact Campus Central 8647 6161
or Dianne Mitchell 8647 6143 Email: Dianne.Mitchell@unisa.edu.au