

Professional Certification in Entrepreneurship (Mini)

Support in Your Entrepreneurial Journey



AYZER
CENTRE FOR
ENTREPRENEURSHIP



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What Experts Are Saying

Industry experts believe one of the most common causes of business failure is the inability of business owners to invest sufficient time on researching their idea. From understanding your customers, business markets and financing requirements to operational structure, strategy and implementation, an Entrepreneur needs to have a working knowledge of the key tenets that guide successful businesses as well as the resilience to overcome challenges and setbacks.

On the Professional Certificate for Entrepreneurship Mini Programme (mini-PCE) and over four (4) weeks you will partake in a hands-on, fully participatory program understanding the key focal areas to operating successful businesses. The program is designed to enable you engage in both fieldwork and class activities to reinforce the knowledge you have acquired. Over the term of the course, you will refine your business plan and propose your business offering via a pitch to a select audience. Using business tools and leveraged upon technology, the PCE will better enable entrepreneurs to build enduring businesses that iterate productively, innovate and build better structures that foster growth.



WHAT MAKES THE COURSE UNIQUE?

Physical Training, e-learning platform

We have designed our training systems to be flexible, offering both online and offline facilitation. Depending on your choice we are here to meet your needs

Virtual Classroom Sessions

Ayzer host both physical and virtual classroom session using our video conferencing host our classes. We deploy them in our trainings to ensure access to live sessions with field experts.

Flexible Program Schedule

We are aware of your busy schedule so we took our time to design our programs to accommodate weekdays and weekends sessions.

Access to robust e-library & Statistical

We understand the importance of having access to information and data. This is one of the lifetime benefits you will enjoy with us.

Live Case Studies and Interviews

Ayzer will bring you live case studies and relevant contents from industry leaders, sharing practical experiences on their entrepreneurial journey.

Diversified Faculty

Experienced faculty with extensive knowledge on both local and foreign cases. This will enable you have access to content from the leading experts in that field

WHO IS THIS PROGRAM FOR?



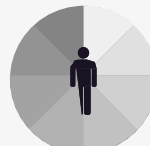
Business Owners



Aspiring Entrepreneurs



Everyone concerned



Career Transitioners



Intrapreneurs



COURSE STRUCTURE

Our course structure is designed to engage our cohorts in a 4-week active and case-based learning experience in a highly engaging environment. PCE introduces you to the entrepreneurial journey from birthing the idea to marketplace penetration and the processes thereafter every successful business needs to engage in. The course makes use of both classroom learning and field work to validate the knowledge gained also available is an elearning platform to cater for personal studies.

Module 1: Introduction to Entrepreneurs & Enterprise

This is the foundational Module that introduces you to the program where you will gain insight into the key ingredients and skills required to establish an enterprise and the entrepreneur's creativity and mindset needed to be successful.

The aim of this module:

- Explore the nature of an enterprise
- Investigate the motivations for entrepreneurship
- Examine the opportunities and constraints for enterprises and entrepreneurs
- Examine the entrepreneurial skills required to launch an enterprise.

Module 2: Business Strategy

- In understanding how to craft the vision, mission and strategic statements that guide the development of your business
- Develop an operational framework of how your enterprise will carry out its objectives
- Understand how to craft strategies that would enable you compete in the market place favourably
- Provide insights on how to successfully implement your strategies.

Learning outcomes:

- Create a strategy blueprint to guide your business. This would provide feed for the framework that would develop your business plan.
- Design and plan your key capabilities and organizational architecture (culture, structure, people practices, systems)

Module 3 - Business Planning and Pitching

This Module aims to enable the learners to develop a professionally-presented business plan for a micro start-up business.

Learning outcomes:

- Develop a business idea
- Design your business model to understand the integration of the key factors that how you achieve your strategic objectives.
- Develop a business plan
- Understand pitching techniques and draft a basic pitch deck.

4. DEVELOPING A CUSTOMER-CENTRIC MARKETING STRATEGY

Recognizing the importance of marketing to a business, This course comprise of 5 different modules for a rounded understanding.

Module 4: Market Strategy - Segmentation, Targeting & Positioning

Aligning your offering to meet the needs of a certain customer group is key to meeting your strategic objectives of revenue & profits, customer satisfaction and innovation. Learn how these three concepts are the basis for developing winning market- capturing strategies.

Module 4b: Marketing Through Digital Media – Social Media, Websites and Email Marketing

As proven, social media can make or mar reputations. This is also the same in the business context. Social Media is a tool and its right application is key to its effectiveness. Learn how companies have learnt to use the right deployment of various social media platforms for attracting, retaining and managing customer relationships as well as leveraging its use for continuous customer- centric innovation. As you develop an understanding of the role and the underlying principles of E-marketing in business development, gain the know-how to plan a website to meet business objectives as well as design one. Also, consider the financial and technical elements in the developing and management of your website.

Module 4c: Brand Development and Promotion

Developing a brand is very important in influencing buyer behaviour. In this Module, you will explore the concepts and application of brand and image through preparing a promotional campaign. Learn the tools and techniques used in sales promotions and how they are used to launch products or services, increase sales and develop brand loyalty.

Learning outcomes:

- Understand the constituents of the promotional mix.
- Understand the importance of branding.
- Understand how to promote a new business and reach customers.
- Be able to prepare a promotional campaign.

5. BUILDING A WINNING SALES STRATEGY

This module entails learning how to retain your customer base and manage your value offering and brand for future success. This course comprise of 5 different modules for a rounded understanding.

Module 5: Channels - Distribution and Pricing

Complementary to your marketing strategy is the way your products are distributed. Accessing your product offering is key to its success and technology has enabled new channels for distribution. Learn how traditional channels and e-commerce impact your sales, distribution, pricing strategy and market positioning.

Module 6: Financial Planning and Implementation

Here, you will gain an understanding of the financial systems and taxation applicable to enterprises, an underlying legislature that impact the affairs of enterprises and understand the financial tools needed to operate efficiently.

Learning outcomes

- Understand basic entrepreneurial finance.
 - Understand how to raise funding for your business
 - Discover the financing mechanisms for innovation and growth that are currently available to apply in your business;
 - Be introduced to financial modelling and key performance indicators to predict the financial health of your business
 - Learn easy step to designing a financial growth strategy and forecast plan for your business.
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Module 7: Organizational Design & Management

Your most critical responsibility as a business owner is enabling your organisation to deliver on its strategy while ensuring it remains sufficiently agile. This course will prepare you to tackle this challenge through 2 key modules:

Module 7.a Recruitment & Selection

Learn the selection and recruitment techniques needed to attract an effective workforce that meets with business objectives. In competitive labour markets, this is a major advantage that well organised-businesses will have over their competitors.

Learning outcomes:

- Know the processes involved in recruitment planning
- Understand the implications of the regulatory framework for the process of recruitment and selection
- Be able to prepare documentation involved in the selection and recruitment process
- Be able to participate in a selection interview

Module 7b: Leadership and Teamwork

Leading teams effectively impacts significantly the fortunes and sustainability of any enterprise. In this module, you will learner to develop the skills and knowledge for team leading and how this impacts on the success of teamwork, and be able to practise these skills working in team situations both as a team member and team leader.

Learning outcomes:

- Assess the degree of alignment between key capabilities and organisational architecture (culture, structure, people practices, systems)
- Be able to assess an effectiveness of team performance.

Module 8: Startup Law and Intellectual Property Basics

Businesses follow the law. In order to setup or operate a business you would need some basic knowledge of the laws that apply to the country where you run a commercial activity. Owners, managers, or any other business professionals need a basic understanding of the legal landscape to make better decisions. This course is about the Nigerian legal system. It also tackles concepts such as legal relationships, business contracts, negligence or product liabilities.

Learning outcomes:

- Understand the purpose, aims and objectives of legal relationships
- Build a working understanding of Business Contracts
- Learn the use of Intellectual Property as a strategic tool ;

LET US GUIDE
YOU ON YOUR
ENTREPRENEURIAL
JOURNEY





FAQs

WHAT ARE THE TIMING FEATURES OF THE COURSE?

The course is scheduled over a 4-week period covering 10 modules in key areas of entrepreneurship. Classroom learning on the programme covers 6 hours weekly, while self study and marketplace learning is completely self-paced - you decide when you start and when you finish. You are however expected to conclude and submit your weekly assignment covering modules learnt prior to the commencement of new modules.

HOW MUCH DOES THE COURSE COST?

The cost of the programme is N100,000.00.

HOW LONG DO I HAVE ACCESS TO THE COURSE?

The course and other supporting features that will enable your learning experience are available throughout the duration of the course up to 30- days after the course ends. However, we will be most welcome to have you again partaking in our other programmes and feature events.

ARE THERE ANY PAYMENT PLANS TO ACCOMMODATE MY FINANCING NEEDS?

Payments can be made in 2 tranches but must be fully paid up before commencement of the programme. Please contact us on info@ayzerng.com for more information



WHO WE ARE

Since inception, Ayzer has been committed to providing in-depth business and management solutions towards addressing some of the teething problems Nigerian businesses and SMEs face. We do this by providing need-based training interventions, business advisory services and a hand-held approach towards guiding our clients through the commercialization process to birth their ideas to becoming the desired profitable venture.

Ayzer specializes in providing effective and practical solutions in capacity building, commercialization, business & management advisory services. We do this through collaborations and partnerships with renowned institutions globally. We are an organization whose values ride on ethics, innovation, value creation and accountability which shape our activities to have a positive social impact.

CONTACT US

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