

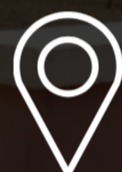


# Developing as a Teacher of Entrepreneurship

## 2-DAY TRAINING

IMPROVE THE EFFECTIVENESS OF THE  
ENTREPRENEURSHIP INSTRUCTORS

22-23, Jan 2025  
At 08:00AM



MUST City Campus  
Blantyre

MWK 750,000/participant

Covering training materials  
and internal support logistics

The objective for the training workshop is to improve the effectiveness of the entrepreneurship instructors and a curriculum has been created for the program.

Topics include:

- Overview of Entrepreneurship
- Theories, frameworks, models, and best practices in entrepreneurship education
- Innovation and entrepreneurship
- Understanding customer needs and wants and conducting customer discovery
- The value proposition canvas
- The business model canvas
- Channels for marketing the new venture
- Finance in the new venture

The training will be facilitated by Professor Nate Bennett who is a Professor and the EMBA Program Faculty Director at the J. Mack Robinson College of Business at Georgia State University. He has published in many widely read resources for managers including the Harvard Business Review, Wall Street Journal, BusinessWeek.com and Forbes.com. Dr. Bennett has nearly 30 years of experience designing and delivering high impact leadership development programs.

## FACILITATOR



**Professor Nate Bennett**

Faculty Director, Executive MBA program

He works closely with businesses to develop and deliver leadership development programs

### Account Details

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### MORE INFO



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