

Basic Business Management Training for Small and Micro Entrepreneurs

Syllabus

After completing this course, participants will have learned to:

- Develop business management skills to operate their business effectively
- Develop the ability to plan investments and manage financial activities for the business
- Develop the ability for market mapping and client management

Modules		Takeaways	Key Exercises
Modules 1	Basic Business Management Skill	<ul style="list-style-type: none"> • Business management acumen to operate their business effectively 	<ul style="list-style-type: none"> • Checklist of starting a business. • How to delegate time and resources • Decision Making template • Communications Tricks
Modules 2	Financial Management and Investment Plan	<ul style="list-style-type: none"> • Basic knowledge of Business Finance to make an investment plan and prepare an annual budget. • Monitor profit and loss segments of the business. 	<ul style="list-style-type: none"> • How to keep record and use a balance sheet • Budgeting Techniques • Investment Analysis • Profit-Loss Analysis
Modules 3	Market Mapping and Client Management	<ul style="list-style-type: none"> • Knowledge of Branding to boost up sales • Market segmentation and Pricing strategy • How to ensure repeat customers 	<ul style="list-style-type: none"> • Market promotions tools and templates • Product/Service pricing techniques • Market Analysis strategy • Customer Management Tips and Techniques