MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Executive Leadership and Management

Entrepreneurship and Investment

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2794	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The Entrepreneurship and Investment Mastery course offered by Magna Skills is designed to empower individuals with the knowledge and skills needed to navigate the dynamic landscape of entrepreneurship and investment. This comprehensive program is tailored to equip participants with a deep understanding of the fundamentals of starting, managing, and growing a successful business, while also delving into the intricacies of making informed investment decisions. Through a blend of theoretical insights, practical case studies, and real-world applications, participants will gain the confidence to take entrepreneurial initiatives and make strategic investment choices.

Course Outcomes

1. **Foundational Understanding:** Develop a solid foundation in entrepreneurship and investment principles, including key concepts, terminology, and ethical considerations.
2. **Business Planning and Strategy:** Learn how to create a comprehensive business plan, formulate effective strategies for business development, and identify opportunities for growth.
3. **Financial Literacy:** Acquire financial acumen by understanding financial statements, budgeting, and cash flow management essential for entrepreneurial success and investment decision-making.
4.

Risk Management: Explore strategies to identify, assess, and mitigate risks associated with entrepreneurship and investment, fostering a proactive approach to challenges.

5. **Market Research and Analysis:** Master the art of market research and analysis to make informed business decisions and investment choices based on market trends and consumer behavior.
6. **Legal and Regulatory Compliance:** Gain insights into the legal and regulatory aspects of entrepreneurship, ensuring participants understand the importance of compliance in business operations and investment activities.
7. **Pitching and Presentation Skills:** Develop effective communication skills to articulate business ideas, attract investors, and create compelling pitches for entrepreneurial ventures.
8. **Networking and Relationship Building:** Learn the significance of networking and relationship-building in the entrepreneurial and investment spheres, establishing connections that can lead to strategic partnerships and collaborations.
9. **Innovation and Creativity:** Cultivate an entrepreneurial mindset by exploring innovative thinking and creative problem-solving techniques, fostering adaptability in the face of change.
10. **Investment Portfolio Management:** Understand the principles of portfolio construction and management, exploring diverse investment vehicles and strategies to optimize returns while managing risks.

Course Outline / Curriculum

Module 1: Introduction to Entrepreneurship

- Defining Entrepreneurship
- Characteristics of Successful Entrepreneurs
- Entrepreneurial Mindset and Creativity

Module 2: Business Planning and Strategy

- Creating a Business Plan
- Strategic Planning for Growth
- Business Model Canvas

Module 3: Financial Literacy for Entrepreneurs

- Understanding Financial Statements
- Budgeting and Cash Flow Management
- Financial Decision-Making

Module 4: Risk Management in Entrepreneurship

- Identifying and Assessing Risks
- Mitigation Strategies
- Crisis Management

Module 5: Market Research and Analysis

- Conducting Market Research
- Analyzing Market Trends
- Consumer Behavior

Module 6: Legal and Regulatory Compliance

- Business Registration and Licensing
- Contracts and Agreements
- Intellectual Property Protection

Module 7: Pitching and Presentation Skills

- Crafting an Effective Pitch
- Presentation Techniques
- Investor Relations

Module 8: Networking and Relationship Building

- Importance of Networking
- Building Professional Relationships
- Strategic Partnerships

Module 9: Innovation and Creative Problem Solving

- Fostering Innovation
- Adapting to Change
- Overcoming Challenges

Module 10: Investment Portfolio Management

- Types of Investments
- Portfolio Construction and Diversification
- Risk and Return Analysis

This Entrepreneurship and Investment Mastery course by Magna Skills offers a holistic approach to preparing individuals for success in both entrepreneurial ventures and investment endeavors. Participants will leave the program equipped with the tools and knowledge needed to navigate the complexities of the business world confidently.

Target Audience

Coming soon

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Entrepreneurship and Investment
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____