

AEP STRUCTURE AND COST

The Advanced Entrepreneurship Program can be broken down into 3 blocks. Each block has four modules:

BLOCK 1 - STRATEGY AND MARKETING: Embark on a journey to discover your niche market then determine best way to communicate your strength and values to your target audience.

- **Business Strategy (2 sessions)** – Learn about value creation and value capturing, value innovation strategy, identify your business’s core competencies, strengths and value chain.
- **Marketing (2 sessions)** – Determine how clients perceive your business, learn how to position your business on digital platforms to attract and retain customers.

BLOCK 2 – FINANCIAL MANAGEMENT: Assess the financial health of your business.

- **Finance (3 sessions)** – Explore the tools in finance for facilitating and guiding sound business decisions.
- **Investment and Banking (1 session)** - Design and interpret your own investment transactions, adopt the investor’s mindset, explore diversification as value creation, learn about investment instruments and maximizing your relationship with your bank.

BLOCK 3 – EMPLOYEE MANAGEMENT AND STATUTORY MODULES: Ensure your employees share your goals, mission and vision and help your business achieve total statutory compliance.

- **Employee Management (2 sessions)** – Observe what motivates employees and learn how to choose and retain the right people to build a team that lasts.
- **Tax (1 session)** – Stay current with taxation principals and how to minimize your tax liability.
- **Law (1 session)** – Keep up with commercial law, legal forms and their advantages.

COMMON MODULES:

- **Introduction to Entrepreneurship** – Identity the different roles of an entrepreneur. Learn effective time management and why and how to pay yourself a salary as the business owner.

- **Negotiation Skills** – Study different negotiation styles and techniques, and how to measure negotiation success.

COST OF BLOCK

An entrepreneur may choose to do 1 or two blocks if they feel they are comfortable in certain fields covered by the program. The prices are as shown below:

Cost of On-campus Block Program: Ksh.48,000 (each block comes with Entrepreneurship class and Negotiation class and 1 two-hour Value add-on session)

Cost of Online Block Program: Ksh.30,000 (each block comes with Entrepreneurship class and Negotiation class and 1 two-hour Value add-on sessions)

Our payment details are as follows:

Lipa Na M-Pesa: INSTITUTE FOR SMALL BUSINESS INITIATIVES LTD

Lipa Na M-Pesa Till: 365 111

Bankers Cheque: INSTITUTE FOR SMALL BUSINESS INITIATIVES LTD

Account No: 119 839 6245

Bank: KCB

Branch Name: Village Market

Branch No: 180

Bank Code: 01

SWIFT Code: KCB

KRA PIN: P051592753L