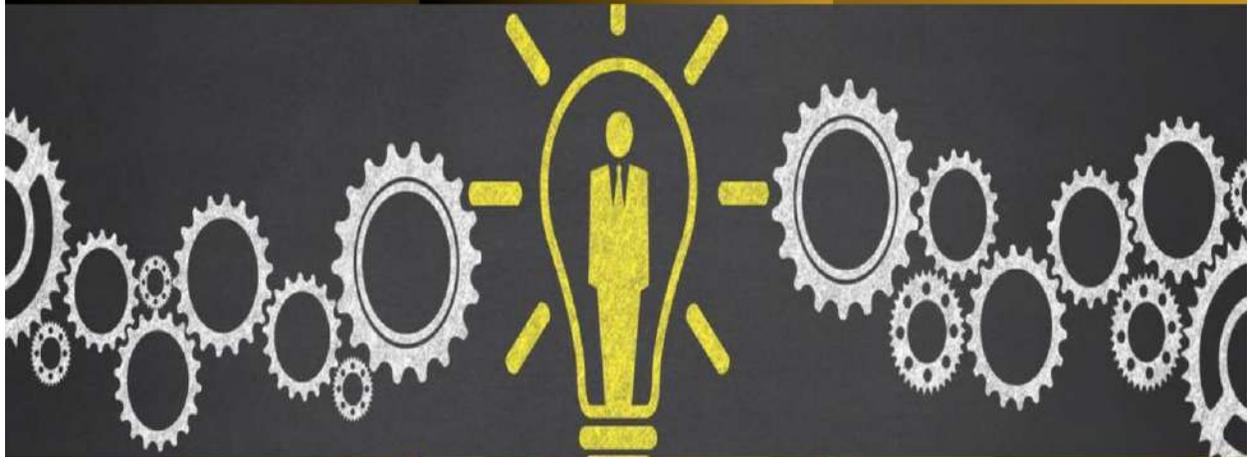


VALUE ADDED PROGRAMME

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING



WHY THIS COURSE?

It is a distinctive and innovative programme structured to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

WHO IS THIS COURSE FOR?

Final year students of undergraduate degree programmes

KEY BENEFITS

Helps students to:

- assess and analyze entrepreneurship as a career choice,
- analyse the business environment in order to identify business opportunities,
- consider the legal and financial conditions for starting a business venture,
- explain the importance of marketing and management in small businesses venture,
- develop a business idea into a comprehensive and highly scalable business model,
- design a successful business plan and launch their product or service in the market
- understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.