



Program for Developing Rural and Women Entrepreneurship

<https://eummas.net>

PROGRAM DETAILS

Program for Developing Rural
and Women Entrepreneurship

Type

#non-degree #short term #professional

Who is the program for?

Unemployed women in rural areas without formal/informal entrepreneurial education, skills and knowledge sufficient for starting their own business

Language

English or Local language(s)

PROGRAM DETAILS

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Admission Documents

- Copy of an ID/Passport
- 2 Passport size Photos
- CV
- High-school diploma (certificate), if applicable

Fees

Free of charge

Application status:

Open

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Start Dates:

The selected candidates will be informed via email about the program start date.

Number of Participants

10-14

Program Delivery

Traditionally, in small groups. Please, make sure you obey all epidemic safety measures.

Week	Topics	Theory (hrs)	Cases (hrs)
1	Fundamental Concepts of Women's Studies	4	0
1	Introduction to Management	4	4
1	Planning and Organizing	4	4
1	Leading and Controlling	4	4
2	Introduction to Human Resources Management	3	4
2	Recruitment, Placement, and Talent Management	4	4
2	Training & Development, Compensation, and Employee Rel.	4	4
2	Introduction to Financial Management	4	4
3	Financial Analysis and Planning	4	4
3	Working Capital Management	4	4
3	Marketing Skills	3	4
3	Sales Skills	3	4
4	Managing Customer Service	3	4
4	E-Business	2	6
4	Business Plans	2	6
4	Project Management	2	6

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Fundamental Concepts of Women's Studies

- Social Empowerment
- Economic Empowerment
- Political Empowerment
- Social Issues Regarding Women
- Women Entrepreneurship
- Women Employment Opportunities

Introduction to Management

- Organizational Culture and Environment
- Social Responsibility
- Managerial Ethics
- Managers as Decision Makers

Planning and Organizing

- Introduction to Planning
- Strategic Management
- Organizational Structure and Design
- Managing Human Resources
- Managing Teams

Leading and Controlling

- Managers and Communication
- Motivating Employees
- Managers as Leaders
- Introduction to Controlling
- Managing Operations

TOPICS

Program for Developing Rural and Women Entrepreneurship

Management Training Programs

Introduction to Human Resources Management

- Introduction to Human Resource Management
- Equal Opportunity and the Law
- Human Resource Management Strategy and Performance

Recruitment, Placement, and Talent Management

- Job Analysis and the Talent Management Process
- Personnel Planning and Recruiting
- Employee Testing and Selection
- Interviewing Candidates

Training & Development, Compensation and Employee Relations

WEEK II

- Training and Developing Employees
- Performance Management and Appraisal
- Managing Careers and Retention
- Establishing Strategic Pay Plans
- Building Positive Employee Relations
- Safety, Health, and Risk Management
- Managing Global Human Resources

Introduction to Financial Management

- The Role of Financial Management
- The Business, Tax and Financial Environments

TOPICS

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Management Training Programs

Financial Analysis and Planning

- The Time Value of Money
- The Valuation of Long-Term Securities
- Risk and Return
- Financial Statement Analysis
- Funds Analysis, Cash-Flow Analysis, and Financial Planning

Working Capital Management

- Overview of Working Capital Management
- Cash and Marketable Securities Management
- Accounts Receivable and Inventory Management
- Short-Term Financing

Marketing Skills

- Defining Marketing
- Market Research
- Developing a Marketing Plan
- Advertising

Sales Skills

- Understanding Sales
- Setting Goals
- Selling Mistakes
- Finding New Clients

TOPICS

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Management Training Programs

Managing Customer Service

- What is Customer Service
- Who Are Your Customers
- Meeting Expectations
- Setting Goals and Targets

E-Business

- Introduction to E-business
- E-business models
- E-business infrastructure and security issues
- E-marketing and sales

Business Plans

- Evaluation of opportunities and managing resources
- Analyzing business context and risks
- Market dynamics and opportunities
- Financial tools for estimating economic viability
- Strategies for achieving competitive advantage

Project Management

- Project Management: Concepts and Principles
- Organizing and Staffing the Project Office and Team
- Planning and Budgeting
- Contract and Quality Management
- Reporting

TOPICS

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Management Training Programs



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