

FATE Foundation
FATE School of Entrepreneurship
Aspiring Entrepreneurs Programme (AEP) Curriculum

S/N	COURSES	OBJECTIVES
Module 1 – INDUCTION		
1.1	Let's Get to Know Ourselves	- Introduce each member of the class - Share entrepreneurship journey experiences and objectives for the AEP
1.2	What to Expect from AEP 58 Class	- About FATE Foundation and the AEP - Key Objectives and Expected Outcomes of the AEP - Meet with FATE Team Units: FATE School of Entrepreneurship, Business & Alumni Support Services, ITS & Finance & Admin - Agree Ground Rules - Review Class Governor Selection Process
1.3 & 1.4	Personal Assessment & Goal Setting	- Understand the importance of goal setting and time management as they start their path to entrepreneurship - Learn how to create achievable goals, plan and effectively achieve those goals. - Understand the importance of improving personal effectiveness and the impact it has on making them succeed as entrepreneurs - Guide them on how to identify their business and personal goals and begun creating 5 to 10 year plans.
1.5	Introduction to Entrepreneurship	- Understand the sources of entrepreneurial opportunities - Understand different approaches to exploiting untapped opportunities in the market place - Know how to differentiate between successful and unsuccessful business ventures - Begin the process of identifying and refining their business ideas and visions into business opportunities
1.6	Innovation and Creativity I	Understand the principles of innovation and the important role that innovation plays in ensuring an idea/company is competitive within an industry
1.7	Innovation and Creativity II	- Understand the major types of innovation and how to define business concepts - Identify the sources of innovation for entrepreneurial ventures and the strategies for instituting an innovation culture within an organization

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1.8	Group Activity	▪ Group Activity & Presentation
1.9	Design Thinking I	▪ Introduce the concept of Design thinking in Business ▪ Demonstrate through examples how design thinking has been used across many business and social areas.
1.10	Design Thinking II	▪ Experience cross-function collaboration which is key to Design Thinking ▪ Present the steps to using design thinking to solve an issue i) Discovery ii) Define the problem iii) Ideate solutions iv) Develop prototype v) Test / Validate
Module 2: STARTING YOUR BUSINESS		
2.0	Developing A Business Model Canvas I	▪ Explain what constitutes a Business Model Canvas (BMC) ▪ Review the first 5 Components of the BMC in relation to entrepreneurs businesses/ventures: ○ Value Proposition ○ Customer Segments ○ Customer Relationships ○ Channels ○ Key Partners
2.1	Developing A Business Model Canvas II	▪ Identify the last 4 Components BMC in relation to the entrepreneurs businesses/ventures: ○ Key Activities ○ Key Resources ○ Cost Structure ○ Revenue Stream
2.2	Group Activity	▪ Group Activity on the BMC

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2.3	Introduction to Business Planning	▪ Learn the importance of a business plan and the role it plays in starting a business ▪ Understand how a business plan is organised and the contents of each section ▪ Understand the research that needs to be done to fully develop a strong business plan ▪ Share ideas of different business plans samples, how to determine which is best suited for the purpose
2.4	Review of FATE Business Plan Template	▪ Review the structure of the Business Plan template with a view to guiding the entrepreneurs on developing the first draft of their individual business plans
2.5	Sourcing For Market Information For Your Business Plan	▪ Understand the importance of conducting a market research in business planning ▪ Have an overview of tools used for industry and market analysis and when and how to use them. ▪ Provide sources of market research information for different businesses represented in the class
2.6	Class Governor Selection	▪ AEP Class vote for their Governor
Module 3. DEVELOPING YOUR MARKET STRATEGY		
3.1	Developing Effective Marketing Strategies	▪ Understand who and where your market and client/customer is ▪ Understand the importance of your consumer's perceived value, competitor's behaviors and costs in setting prices ▪ Understand the effect of consumer behavior, competitors and resources on
3.2	Developing Effective Pricing Strategies	▪ Learn the various methods used in arriving at the price of a product, their advantages and disadvantages & when to use the
3.3	Customer Service	▪ Review what excellent customer service entails ▪ Learn how to manage the customer's expectations and understand their needs ▪ Learn how to structure strong customer service culture
3.4	Group Activity	▪ Developing Effective Marketing and Customer Strategies for the Group Company Businesses

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3.5	Human Resource Fundamentals: Sourcing and Keeping the Right People for Your New Business	▪ Review different approaches to recruit the right staff or team members for your business; ▪ Identify different options for fitting the staff/ team members into the operating structure of your start-up ▪ Identify easy ways to manage performance and motivate your staff/ team members while starting or growing your business
3.6	Developing Efficient Operating Management Structures for Your Business	▪ Understand the importance of operating systems and structures in ensuring successful growth of a business enterprise ▪ Learn the steps needed to create an effective operating system ▪ Identify methods for maximising outputs, eliminating bottlenecks and evaluate productivity of resources ▪ Understand important considerations in choosing the right location for organization
Module 4: FINANCE FUNDAMENTALS		
4.1	Finance Fundamentals I: Basic Accounting and Book Keeping	▪ Understand how to develop and use Profit/Loss or Income Statements ▪ Developing Cashflow Statements ▪ Understanding Balance Sheet Statements
4.2	Finance Fundamentals II: Developing Budgets and Start-Up Costs	▪ Understand what budgets are, their types, categories and uses ▪ Understand what role budgets play in evaluating the performance of a business ▪ Understand how to calculate start-up costs for your business using templates
4.3	Finance Fundamentals III: Developing Financial Projections	▪ Learn how to develop 1-3 year financial projections for business using templates
4.4	Finance Fundamentals IV: Funding For small Businesses in Nigeria	▪ Provide an overview for funding opportunities available in Nigeria for MSME's: ○ Grants ○ Loans ○ Equity ○ Equipment Loans
Module 5.0 LEGAL & ETHICAL CONSIDERATIONS TO RUNNING A BUSINESS IN NIGERIA		

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5.1	The Importance of Business Ethics	- Review the impact of an individual's business decisions and actions on their company, employees, the business community and society at large - Develop moral compass around a range of business issues, including the adherence to Nigerian laws, global norms and spiritual norms
5.2	Nuts and Bolts of Incorporating a Business in Nigeria	- Understand the legal and tax requirements for running a business entity in Nigeria. - Understanding licensing and regulatory requirements for registering and running certain businesses in specialty sectors (e.g. food, health, safety) - Give an overview of corporate governance fundamentals
5.3	Corporate Social Responsibility	Understanding the Importance of CSR
Module 6.0 CRITICAL SOFT SKILLS AND TOOLS FOR ENTREPRENEURS TO SUCCEED		
6.1	Negotiation Skills	- Learn how to prepare for a dealmaking process and how to behave before a negotiation in order to win - Learn the rules of negotiations and important concepts and ideas that negotiators should keep in mind
6.2	Effective Digital Marketing Strategies for MSME's in Nigeria	Learn key tips on how to use various social media platforms to enhance brand presence online and reach new customers
Module 7.0 MANAGEMENT FOR GROWTH		
7.1	How to Practice For a Business Pitch	Learn how to effectively prepare for a business pitch
7.2	Business Plan Review Sessions	Review the draft Business Plans and provide guidance and feedback on required improvement areas
7.3	IT Solutions for Small and Growing Businesses I: Easy and free tools to improve productivity	Learn and understand the free IT tools and softwares to use
7.4	IT Solutions for Small and Growing Businesses II: HR Solutions	Review and testing of available HR Software Solutions for Nigerian MSMEs

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7.5	IT Solutions for Small and Growing Businesses III: Finance Solutions	▪ Review and testing of available Finance Software Solutions for Nigerian MSMEs
Module 8.0 GROWTH AND NEXT STEPS		
8.1	Management for Growth: Taking Your Business to Scale	▪ Understand what it takes to grow your business to scale
8.2	What is Next?	▪ Key Steps required to graduate from the AEP ▪ Transition to Alumni Support Services ▪ Closing