



# DAAD Kairo Akademie

The DAAD Kairo Akademie is highly encouraging you to apply for the upcoming 2-days **Onsite** Special Module:

## “Essentials of Entrepreneurship and Small Business Management”

*by Ms. Amany Ramadan*

*Entrepreneurship international certified Instructor from Wadhvani American Foundation*

*On*

**Wednesday, 23<sup>rd</sup> October 2024, 09:00- 17:00**

**Thursday, 24<sup>th</sup> October 2024, 09:00- 17:00**

*At the premises of DAAD Cairo Office, 11 El Saleh Ayoub St., Zamalek, Cairo*

**Target group** of the module are: Managers & Leaders of groups, Master Students, PhD Candidates, Post Docs, Team Leaders, researchers, innovators SMEs leaders

Please read the detailed description below.

You can apply for the special module through following link:

<https://www.daad.de/surveys/452988?lang=en>

As places are limited, we kindly ask you to register latest by **15.10.2024!**

*If you have any inquiries, please contact [Kairo.akademie@daadcairo.org](mailto:Kairo.akademie@daadcairo.org)*

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<b>Title of the Module:</b>	<b>Essentials of Entrepreneurship and Small Business Management</b>
<b>Name of the trainer:</b>	Ms. Amany Ramadan
<b>Language of instruction</b>	English
<b>Date:</b>	- Wednesday, 23 <sup>rd</sup> October 2024 (09:00- 17:00) - Thursday, 24 <sup>th</sup> October 2024 (09:00- 17:00) Venue: DAAD Cairo Office
<b>Duration:</b>	2 days 09:00- 17:00
<b>Target group:</b>	Managers & Leaders of groups, Master Students, PhD Candidates, Post Docs, Team Leaders, researchers, innovators SMEs leaders  Note: Anyone can attend for an important reason, due to the scarcity of resources and crucial need of innovative creative way to find your own way either being an officer or start your own business, this workshop will put you on the right track (either change your mindset or start your own business) That's why The Entrepreneurship science is trendy and very important nowadays
<b>Content:</b>	1-The Foundations of Entrepreneurship  2-Inside the Entrepreneurial Mind: From Ideas to Reality  3-Designing a Competitive Business Model and Building a Solid Strategic Plan  4-Conducting a Feasibility Analysis and Crafting a Winning Business Plan  5-Forms of Business Ownership  6-Franchising and the Entrepreneur  7-Buying an Existing Business  8-Creating a Successful Financial Plan& Pricing strategies  9-Building a Powerful Market Plan 10-E-Commerce and the Entrepreneur
<b>Learning outcome:</b>	<ul style="list-style-type: none"><li>• Understand what Entrepreneurship is, Types, benefits, and drawbacks of it.</li><li>• Learn key skills of Entrepreneurship.</li><li>• The Awareness of Entrepreneurship mindset</li><li>• Be aware of best practices</li></ul>

- Knowledge of conducting business plan
- Knowledge of conducting feasibility study
- Knowledge of Creating Competitive & comparative advantage
- Come up with an action plan for themselves of how to apply concepts in workshop

**Organizational Remarks:****Training Methods:**

- Theoretical inputs and presentations
- Practice through open class and group discussions, interactive sessions, case studies, role playing and more.

**Information about the trainer:**

Amany has a valuable experience at Entrepreneurship, E-Rate Funding and Federal Proposal writing as well as coordinating. She has more than 10 years of academic and professional roles in a lot of reputable universities in Egypt, KSA & UAE. She is Entrepreneurship international certified Instructor from Wadhvani American foundation. She has been honored with the International Award for Proposals (Deb Newman Award) for the years 2022–2023, Texas, USA. She is a part of a team in an extraordinary feat, successfully complete staggering 891 RFPs without missing a single deadline or facing disqualifications!

Currently working as E-rate funding/ Federal Proposal Writing & Coordinator Texas, USA, As well as Entrepreneurship Professor at Master Program, Faculty of Entrepreneurship and innovation, Midocean University, UAE & KSA

Amany is a researcher professional with Master of Science degree (the Relation between Knowledge management and organizational innovativeness), Cairo University. Also Master of business administration in Entrepreneurship. Now She is PhD Researcher at Cairo university, Sustainable development advanced studies!