



Potters  
International  
College

Diploma in Entrepreneurship and  
Business Magement



## Overview

In today's rapidly changing environment, the future is unlikely to be a repetition of the past. New challenges emerge every day, and yesterday's solutions may be insufficient to overcome the obstacles encountered tomorrow. Successful adaptation to this dynamic reality requires the ability to generate creative ideas, implement innovative strategies, and attain an entrepreneurial mindset that transforms problems into opportunities.

This Diploma shall develop knowledge, transferable skills and attitudes concerning creativity and idea generation, innovation (including innovation management), and entrepreneurship through a blend of theoretical and practical approaches, which will prepare students to tackle challenges in a flexible manner and allow for the development of operational skills and creative possibilities.

1. MGMT-660 Entrepreneurship and Innovation
2. MGMT-661 Entrepreneurship Practicum: New Venture Business Plan
3. MGMT-668 Global Entrepreneurship and Micro Ventures
4. MGMT-669 New Venture Startup: Operational, Financial, and Legal Strategies
5. MGMT-670 Nonprofit and Social Entrepreneurship and Strategy
6. MGMT-685 Topics in Management
7. MGT 633 Leading People and Organisation
8. HMgt 670 Social Entrepreneurship and Strategy
9. ACCT-742 Special Tax Topics
10. FIN-672 Investment Analysis and Portfolio Management
11. COMM 502 - Speaking and Presenting
12. SMM 100 - Introduction to Digital Marketing





## Highlights of the Programme

1. This program will develop the analytical abilities and strategic competencies necessary for students who wish to become entrepreneurs or are already part of a growing business through Design Thinking.
2. It includes identifying entrepreneurial opportunities, creating a business plan, securing financial backing and coordinating business growth
3. Develop innovative and high-potential commercial opportunities
4. Create products or services in a start-up context or within an existing

## CURRICULUM

### MGMT-660 Entrepreneurship and Innovatio

Entrepreneurship is a way of thinking and behaving that can enrich your life, enhance the organizations you are involved with, and create substantial, highimpact results. Successful entrepreneurs who start their own new ventures or new ventures within corporate, consulting, nonprofit, government, or social enterprises have developed many of the same attitudes, behaviors, knowledge, and skills.



## MGMT-661 Entrepreneurship Practicum: New Venture Business Plan

Creating effective business plans for entirely new ventures, or creating new venture business plans within corporations, government, nonprofit, or social organizations is central to entrepreneurship, innovation, and potential highimpact results. This is a practical, experiential course that focuses on the process of creating a new venture business plan. The course also covers growing and scaling the venture. Students create their own new venture business plan as an integral part of the course.

## MGMT-668 Global Entrepreneurship and Micro Ventures

Entrepreneurship is a driving and dynamic force in developed, developing, and less developed counties around the world. This course explores the complex considerations in developing, starting, and growing an entrepreneurship enterprise in multiple contexts and cultures. The utilization of alternative entrepreneurship and micro ventures strategies are also explored. Prerequisite: MGMT-660.

## MGMT-669 New Venture Startup: Operational, Financial, and Legal Strategies

Entrepreneurship new venture startup implementation depends on critical operational, financial, and legal strategies and execution. This course focuses on these important components of an entrepreneurial business plan implementation and running the business or nonprofit new venture and their practical implementation.



## MGMT-670 Nonprofit and Social Entrepreneurship and Strategy

Entrepreneurship is a critical component in nonprofit organizations. Nonprofit and social entrepreneurs can be a dynamic change agent for society and this course provides an in-depth exposure to starting a new nonprofit as well as creating new ventures within an existing nonprofit organization. The course focuses on entrepreneurship thinking and the process for successful new ventures within a non-profit context. In addition, entrepreneurs' actual and potential contribution to changing lives, improving the environment in which we live, and its contribution to overall national, regional, and local economic and social development are also included.

## MGMT-685 Topics in Management

Topics vary by section. Rotating topics may include current managerial challenges, institutional change, interorganizational issues. Repeatable for credit with different topic.

## MGT 633 Leading People and Organisation

This course covers modern management theory and practice for planning, organizing, leading, and deploying human capital to maximize organizational and personal success. Students learn about the individual in context, including motivation, human capital planning, performance management, organizational culture, decision making and leadership of self and others.



## Mgt 670 Social Entrepreneurship and Strategy

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## ACCT-742 Special Tax Topics

Topics vary by section. Rotating specialized tax topics or analysis of current tax legislation. Topics include taxation of banks, insurance companies, security transactions, tax exempt organizations, cooperatives, natural resources, or accounting periods and methods. Repeatable for credit with different topic

## FIN-672 Investment Analysis and Portfolio Management

The purpose and operations of security markets; investment instruments and their characteristics; introduction to portfolio and capital market theory; theory of valuation, bonds, and the term structure of interest rates; options, commodity and financial futures; investment companies; and international investments

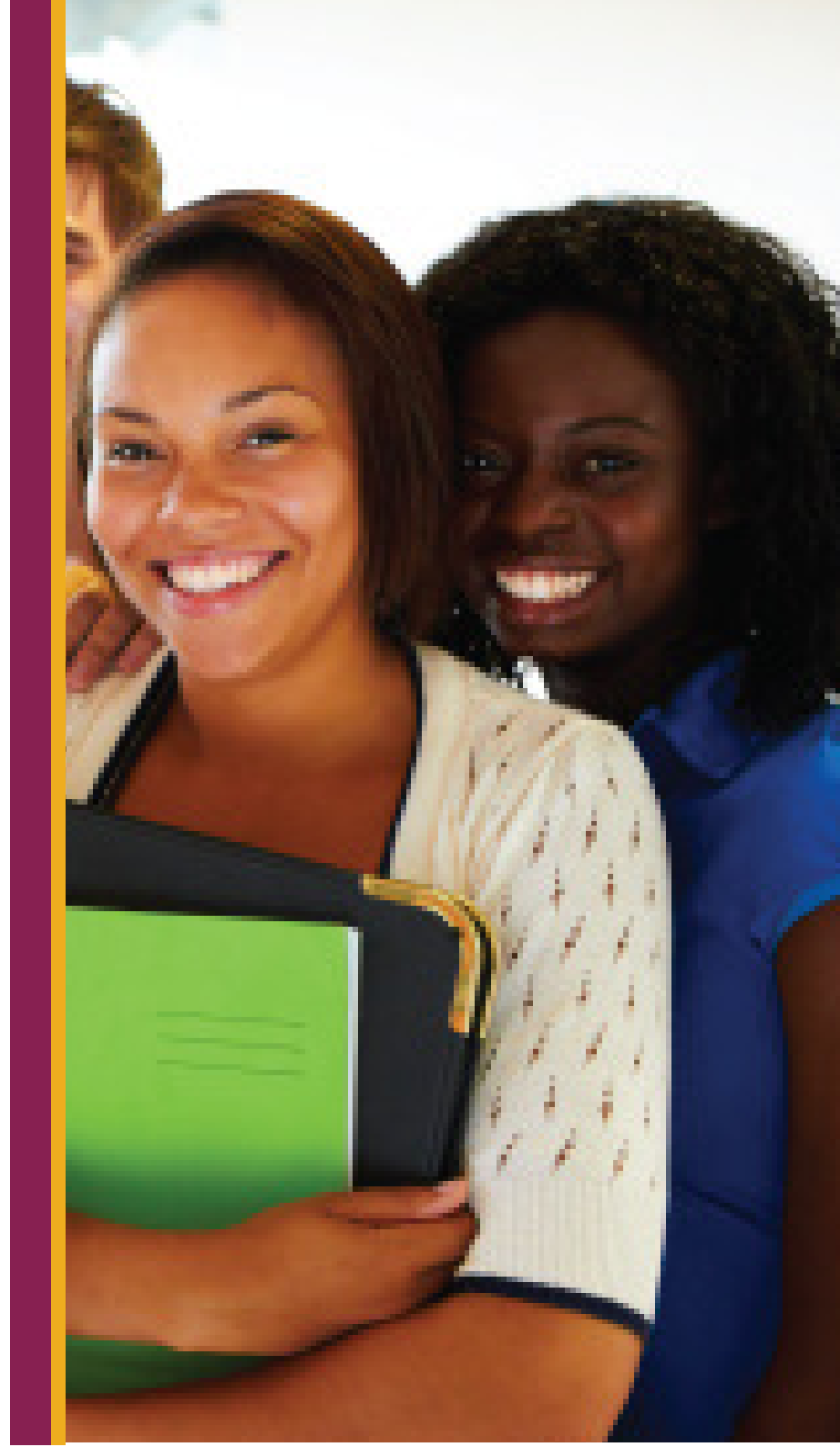


## COMM 502 - Speaking and Presenting

Speaking and presenting will help students in every phase of their careers from the first interview when they have to respond to questions, to the middle years when they have to represent their companies on the telephone or in face to face interactions with clients, to later in their careers when they have to make speeches in front of hundreds of people. The purpose of this course is to help the student sharpen presentation skills, both informal and formal. It will also teach techniques to build self-confidence when placed in front of a crowd.

## SMM 100 - Introduction to Digital Marketing

This foundational course is designed to introduce students to digital marketing principles and tools, and how to leverage these tools in order to engage customers and create growth business growth.







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