



**ROVALA-OPISTO**

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# Business Development - Entrepreneurs & Small and Medium-sized Enterprises (SME's)

August 27, 2018 – August 29, 2018 (22 lessons/a 45min)

Course leader: Adrian Braun, Entrepreneur & Researcher



Management and business development skills are essential assets in today's economic reality and many of those who strive to develop a business, do not know where to start. The 3-day course "Business Development – Entrepreneurs & Small and Medium-sized Enterprises (SME's)" provides approaches how to start a business and what needs to be done in business planning and business financing to prevail in the long-run. In the framework of the course we learn how to analyze opportunities and risks of a business concept. We open up the topical framework of business planning and business administration and link case studies to relevant themes, such as, marketing, project management and sustainable development. The participants will widen their skill-set to establish a business and will understand how to create competitive edge and survival on the markets. Individuals, who seek knowledge of economics and business management, could use this course to bridge their background with meaningful business development methods.

Course language: English

Course participation requirements: No specific prerequisites

Course Certificate: Participation certificate will be issued after completion of the course

Course fee: 900,- EUR (Double package available by booking this course in connection with "Business & Sustainable Development" Double package fee 1.500,- EUR)

Registration within August 10, 2018: [www.rovala.fi/rovala-opisto](http://www.rovala.fi/rovala-opisto)

Before August 10, a full refund possible. Up to 50 % refund is possible before August 20. No refund will be possible after August 21. Please note that the course will take place with a minimum of 8 registered participants and a maximum of 20 participants.

For further information, please contact course leader **Adrian Braun**,  
Entrepreneur & Business Consultant – Founder Arctic Values/  
Researcher in Economics & Social Science

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Visit Rovala at the Arctic Circle! Rovala Community College is the perfect location in Rovaniemi to experience the spirit of Lapland and to get to know the developments in a fast-pacing business environment in the age of sustainability!

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Day 1	
09:00 – 09:30	Course Introduction – Learning goals and expectations
09:30 – 10:45	Founding a business: Entrepreneurship, Private Limited Companies? How to enter the business landscape?
10:45 – 11:00	Morning coffee break (Networking)
11:00 – 12:30	Business Planning: Writing a business plan, SWOT-Analysis, attracting investors, clients, consumers & stakeholders
12:30 – 13:15	Lunch Break
13:15 – 14:45	Introduction to business administration (business models, accounting, controlling, economic key figures)
14:45 – 15:00	Afternoon coffee break (Networking)
15:00 – 16:30	Work-Shop # 1: Case-Study Work - Development of a business idea and a business concept

Day 2	
09:00 – 10:30	Introduction to business marketing and communications
10:30 – 10:45	Morning coffee break (Networking)
10:45 – 12:15	Business and Sustainability (ecological footprints, social impacts)
12:15 – 13:15	Lunch Break
13:15 – 14:45	Corporate Social Responsibility (CSR)
14:45 – 15:00	Afternoon coffee break (Networking)
15:00 – 16:30	Work-Shop # 2: Development of a business idea, feasibility study and business planning

Day 3	
09:00 – 10:30	Introduction to project management as element of a business
10:30 – 10:45	Morning coffee break (Networking)
10:45 – 12:15	Work-Shop #2 - Continuation: Development of a business idea, feasibility study and business planning
12:15 – 13:00	Lunch Break
13:00 – 14:30	Presentation of results and discussion of Work-Shop #2
14:30 – 15:00	Wrap-Up of the course – Discussion, questions, final networking and issuance of course participation certificates