



STEP UP

6-week entrepreneurship course

AALBORG
2019



Thinking about starting your own business?

- Become a successful entrepreneur

This 6-week intensive entrepreneurship course will take you through all the steps required to ensure you enjoy a successful start-up.

You'll be working on further developing your business idea, creating a strategy and drawing up budgets, as well as understanding and realizing your particular needs for financial, legal and business counselling. During the course you'll also receive training in sales, marketing, social media, etc.

The course will help you develop your vision and your idea, and as you gain more knowledge and understanding, you'll be able to start zooming in on the steps needed for you to become a successful entrepreneur if you choose to start your own business.

Start Date

Thursday 2nd May
or as per individual
agreement.

The Course

The course is individually planned and consists of a combination of classroom teaching, individual sparring, online studies, group tasks, homework assignments and meetings.

As well as professional counsellors, you'll be able to meet other inspiring entrepreneurs who'll provide feedback and share their experience with you. Perhaps you'll find your first customers and/or business partners on the course.

Price

The course fee is DKK 19,390.00
If you're currently unemployed, you'll need to have your course attendance approved by your unemployment insurance fund/job centre.

Venue

Classroom teaching will take place at:
Langagervej 16
9220 Aalborg Øst

ENROLMENT at www.ivaerksaetteruddannelsen.dk

MORE INFORMATION? Call +45 70 200 903 or

contact jr@ivaerksaetteruddannelsen.dk

Iværksætteruddannelsen.dk

Coordinator: Infolink Kurser
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Create a solid foundation for success by acquiring valuable tools and benefitting from professional feedback

Aim of the Course

The course aims to convert your ideas into a tangible strategic business plan that will allow you to see the whole picture, give you a degree of reassurance and enable you to take action. You'll also be able to put the final details into place, thus making it possible for you to better prioritize your time, resources and tasks for optimal results.

Content

Entrepreneurship and innovation, business idea and product, idea and product development, business plan, copyright, VAT and tax regulations, financing and economics, pricing, sales, service and customer relations, being an entrepreneur, marketing, social media, branding and visual identity.

Professional Network

You'll get an opportunity to expand your network and share your experiences with other entrepreneurs, as well as our professional counsellors and teachers.

Topics:

- Concept, motivation og courage
- Goals and plans
- Finances and economics
- Sales and marketing
- Social media
- Reflection og adaptation
- Strategy and legal issues
- Counselling and sparring
- Presentation of your business plan

Who Can Participate?

The course is open to anyone with an initial business idea looking to get a greater perspective on their ideas and options.

If you're unemployed, you'll need to have your course attendance approved by your unemployment insurance fund/job centre.

For further information, please contact Jette Rasmussen at: jr@infolinkkurser.dk or phone: +45 70 200 903.

The Innovative Entrepreneurship Course

You'll be working on the following process during the course:

1. Who are you? (qualifications and experience)
2. What is your vision? (dream/passion)
3. Expansion of your perspective
4. What are your immediate goals?
5. Evaluation: what helps you and what inhibits you?
6. Choice: do you want to start your own business? If not, then what?
7. How do you reach your goals and milestones?
8. Creating a business and action plan

Homework is optional. You'll receive assignments that provide inspiration and you'll be able to get individual and ongoing feedback on your business idea during the course.

Founder & CEO

A qualified lawyer with a Diploma in Organization and an independent business owner since 1989, Jette Rasmussen is the Founder & CEO of Infolink Kurser and the driving force behind the Entrepreneur Course.

In 2007 she was awarded the prestigious title of Business Woman of the Year in North Jutland.



Partners



UPON FINISHING THE COURSE, YOU'LL HAVE:

- Worked on your action and business plan in detail, including budgets and marketing plans
- Examined legal issues and the financial and economic aspects of your business plan
- Gained knowledge of your market and acquired tools to boost sales
- Built up a comprehensive professional network of experienced counsellors and business people