



## STEP (Student Training for Entrepreneurial Promotion)

### What is it about?

➔ Practical entrepreneurial skills and starting your own business

The course is a voluntary course imparting practical entrepreneurial skills – ready for the use to succeed in business life.

Entrepreneurial skills help you to start your own business but also to find a job. Today, companies are looking for entrepreneurial employees.

### What are the benefits for you?

➔ Certified hands-on knowledge for entrepreneurial success and the opportunity to start your own business

During the course you will get hands-on knowledge on how to start your business – in real and with professional support by entrepreneurial experts.

The course includes modules on Opportunity Identification, Marketing, Accounting, Management & Leadership, Managing Finances, Business Plan Writing, Negotiation Techniques, and Networking

To start your business you will get starting capital that you have to pay back at the end of the course. Whatever money you make with this business, is yours.

In case of regular attendance you get

- a certificate signed by the KU Registrar (Academic)

### Who offers the course?

➔ STEP Certified trainers from Kenyatta University

and Prof. Frese of the Leuphana University of Lüneburg, Germany

- advice for your individual business plan and marketing strategy

The course will be delivered by lecturers of Kenyatta University, who were trained by experienced STEP trainers. The trainers bring together experience in entrepreneurship and training – for your benefit.

### When and where is it taking place?

➔ BEGIN: September 2013, END: end of November 2013 Location: Kenyatta University

The training will take place at Kenyatta University. It starts in September 2013 and finishes end of November 2013.

### Who can take part?

➔ Undergraduate students who are graduating in Dec 2013, June 2014 & Dec 2014

The course was designed for undergraduate students in their final years.

If you want to learn the basics to start your own business – then it's the right course for you.

### What is expected from you?

➔ Commitment, regular attendance and completion of the heavy workload additional to your normal courses as well as a deposit for the starting capital of Ksh. 200

The course has 12 sessions with 3 hours and workload on top of your regular academic tasks at the University. Will you be committed to the course and ready to attend regularly?

The course requires doing take-home assignments. You receive a CD when the training starts.

To assure your commitment and as a security for the starting capital, you will be asked to pay a deposit of Ksh. 500

You will get back the deposit at

the end of the course in case of regular attendance.

### What happens before and after the course?

➔ Interviews and Questionnaires

We would like to know whether you benefitted from the course. Therefore, we request to take part in interviews and fill in questionnaires before, directly after the training, six month after the training and 12 month after the training for evaluation purposes.

### Where and how can I apply?

➔ Use the attached application form and send it to: [industrypartnerships@ku.ac.ke](mailto:industrypartnerships@ku.ac.ke)

Download the application form and send it to: [industrypartnerships@ku.ac.ke](mailto:industrypartnerships@ku.ac.ke). Please note that only completely filled-in application forms can be considered.

You have to apply now. A later application for the course in 2013 is not possible.

### Conditional application!

➔ Due to limited places, signing-up means applying for the course.

Only a limited number of places are available. We assure that every applicant has the same chance to get a place. The selection of applicants will be determined by a lottery.

If applicants do not take their place, other applicants move up and will be contacted immediately.

### Important dates!

➔ BEGIN OF APPLICATION: IMMEDIATELY

Deadline for application March 30<sup>th</sup> 2013

➔ BEGIN OF TRAINING: September 2013

First session takes place from September 2013.

➔ END OF TRAINING: end of November 2013

Last session takes place end of November 2013.