

# Leadership Development Programs



**Great leaders are always always learning, how about you?**

In collaboration with GlobalNxt University, our global education partner, we at the Kenya e-Learning Centre (KeLC) are launching Leadership Development Programs to prepare you for new business challenges and opportunities in Africa. Developed by faculty who understand the realities of running businesses in emerging markets, each program is designed to help you strengthen your leadership capacity, develop innovative & effective strategies, negotiate better deals, and implement management & governance systems that will protect and enhance the value of your organisation.



## Creating an Entrepreneurial Mindset

This programme explores topics covering the creation of business enterprise ideas, through to the development of a business model, cost structure and operations design, to the communication of the business strategy to others with an emphasis on taking the perspective of the general manager of a firm seeking to establish a strong competitive position. The emphasis is on the improvement of a firm's competitive environment and resources.

(register on or before 21st October 2013)

[Click here to register for the program](#)

## Course Details

- Finding Sources of Opportunity
- Understanding What Customers Want
- Process Model for Entrepreneurship
- Analysing the Remote Environment
- Performing a Competitive Analysis
- Preparing a Viable, Sustainable Business Plan
- Financing Entrepreneurial Ventures
- Nurturing an Entrepreneurial Mindset

## Faculty Profile



Based in Malaysia, Jason Fitzsimmons teaches and facilitates subjects in Finance, Strategic Management and Developing New Enterprises. He has more than seven years of experience in lecturing at the Brisbane Graduate School of Business at Queensland University of Technology in Brisbane, Australia. He has also had significant industry experience and was involved in several successful startup ventures.

**Course Commence on Monday 28th Oct'13 • New batches commencing every 3 weeks**  
**Course Duration 4 Weeks • Program Fee US\$ 600/- only • Delivery Method Blended Learning**

## About GlobalNxt University

GlobalNxt University is a pioneering academic institution committed to educational innovation and transformation. Bringing together over 75 distinguished faculty from across 17 countries and meticulously developed content, GlobalNxt University sets a new quality standard for online education. The university's unique academic heritage is founded on U21Global, an online education initiative pioneered in 2001, by a group of research intensive globally reputed international universities and has collaborated with over 100 corporates across the globe.



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