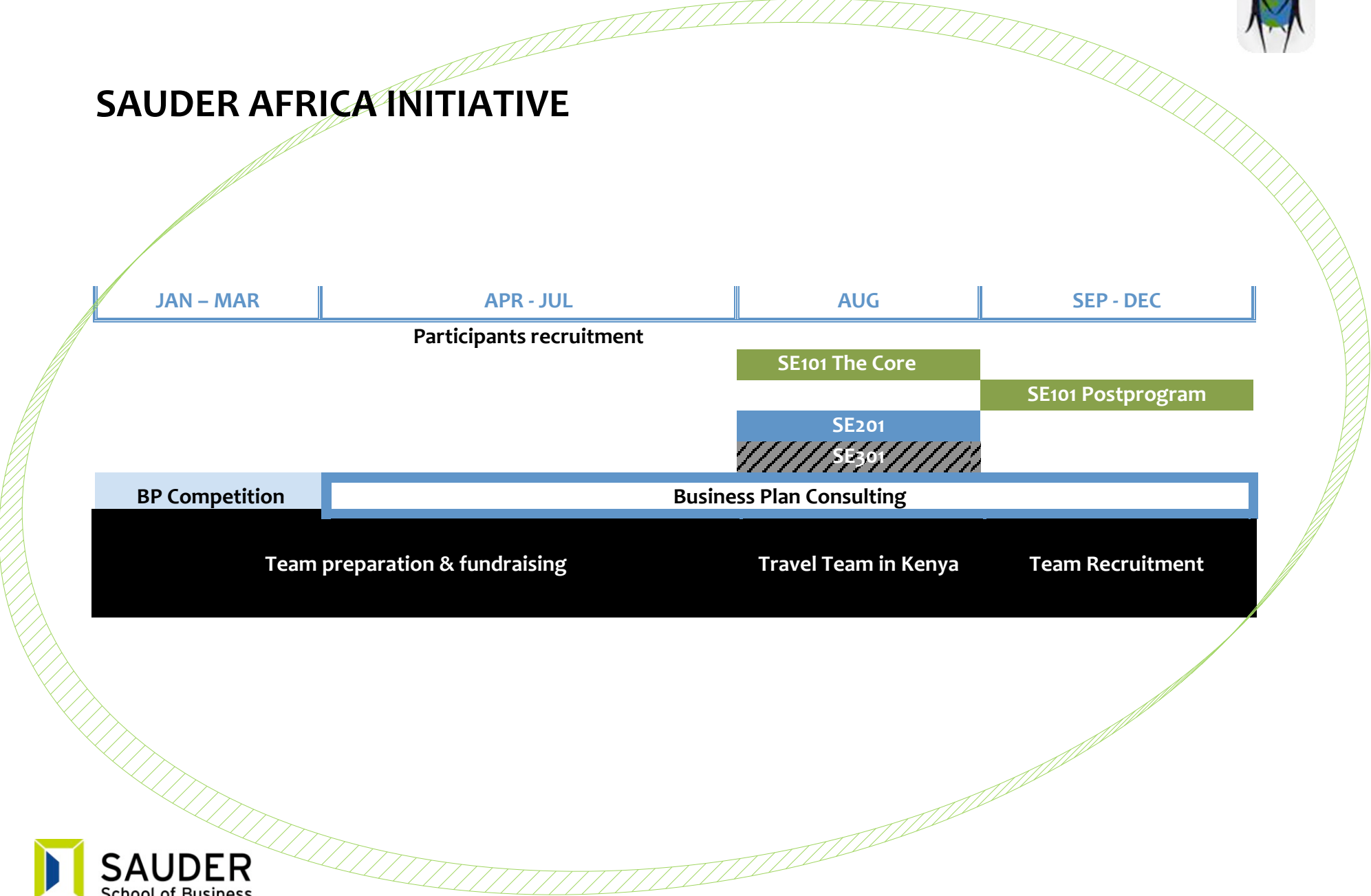




SAUDER AFRICA INITIATIVE





SE101:

BUSINESS PLAN DEVELOPMENT - THE CORE

FORMAT

- Basic course in business plan development
- Daily classes (9.00 am – 02.30pm)
- 3 full weeks in August
- Conducted by the Sauder MBA & BCOMM students & Strathmore students
- Maximum 25 participants per class

PARTICIPANTS

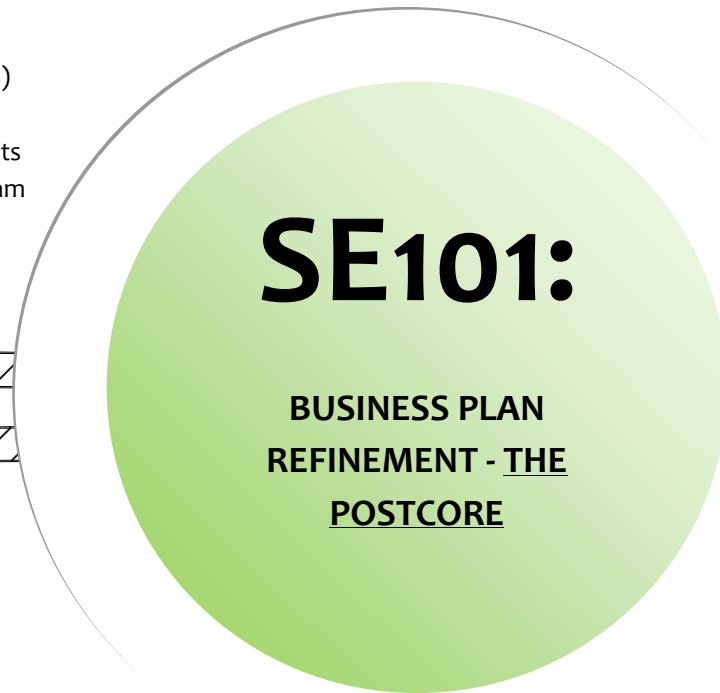
- Youth from Kibera interested in setting up their own business
- All participants must have a business idea and have completed application process prior to starting the SE101

TEACHING MATERIALS

- SE101 teaching materials developed by the Sauder Africa Initiative:
 - Resource Guide
 - Homework Booklet
 - Instructor's Guide

GOALS & SUCCESS FACTORS

- Completing the Homework Booklet as the first business plan draft
- Students continue with Business Plan Refinement – The Postcore
- Positive response in exit surveys



FORMAT

- Bi-monthly Saturday sessions (3 hours)
- September - December
- Conducted by the Strathmore students with consultation from the Sauder team

PARTICIPANTS

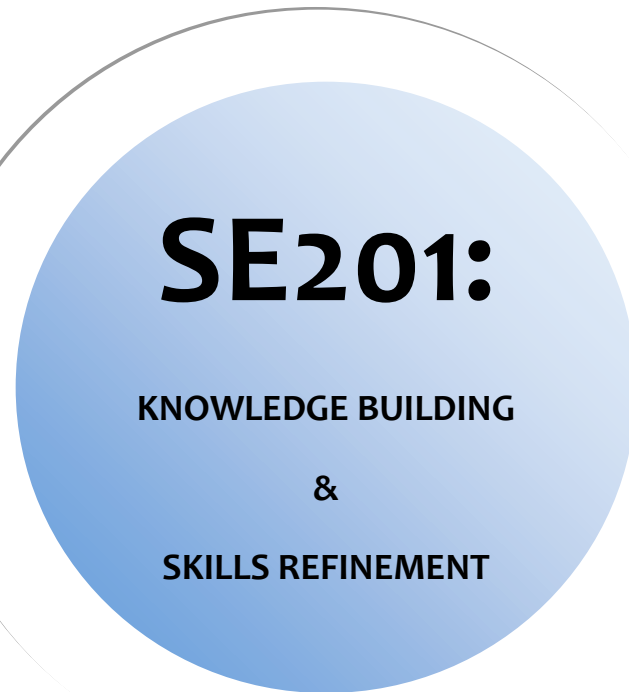
- Participants of the SE101 Core Course

TEACHING MATERIALS

- SE101 teaching materials developed by the Sauder Africa Initiative:
 - Resource Guide
 - Homework Booklet
 - Instructor's Guide

GOALS & SUCCESS FACTORS

- Completing the business plan
- Submitting the business plan for competition
- Positive response in exit surveys



FORMAT

- Topic area modules
- Night classes (7.00 – 10.00pm)
- 3 nights a week (3 weeks in August)
- Conducted by the MBA students & project coordinators
- Maximum 20 participants per class

PARTICIPANTS

- Current SE101 students interested in the deeper knowledge of the business processes
- Business owners interested in improvement of specific business area

TEACHING MATERIALS

- SE101 materials
- Specific exercises in the areas of
 - SCM (inventory, sales)
 - marketing (market research, customer satisfaction, branding)
 - HR (hire, manage, fire)

GOALS & SUCCESS FACTORS

- Connect with SE101 Alumni
- Take BP from conception to commercialization
- Source participants with existing businesses
- Positive response in exit surveys



FORMAT

- One day consulting blocks
- First week: discovery
- Conducted by the Sauder MBA students (future goal: Sauder Alumni, Faculty & Staff)

TEACHING MATERIALS

- Consultants' knowledge & experience

PARTICIPANTS

- SE101 Alumni
- General business population

GOALS & SUCCESS FACTORS

- Connect with SE101 Alumni
- Assist with business growth