MERCURY

# Entrepreneurship Development Training Program

30 November – 4 December 2026
Rome (Italy)



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**Ref:** 15502_312487 **Date:** 30 November – 4 December 2026 **Location:** Rome (Italy) **Fees:** 6200 Euro

## Introduction:

Entrepreneurship development ranges from low-cost marketing and design tools to website and e-commerce solutions to crowdfunding platforms. There have never been more resources for people interested in starting a new business venture. Currently, there are over 31 million entrepreneurs in the United States alone.

Entrepreneurship development isn't just about being self-employed or having a great business idea. In this Entrepreneurship Development training program, we will define entrepreneurship development, discuss its characteristics, and discuss what it takes to become a successful entrepreneur in today's world.

The importance of entrepreneurship development is fundamental to economic growth and innovation. In this Entrepreneurship Development course, participants explore various ideas and strategies for entrepreneurship development that can help cultivate the traits needed to become effective entrepreneurial leaders.

The Entrepreneurship Development training program underscores the vital role of an entrepreneurship development program in shaping individuals' competencies, thereby enhancing their ability to create and lead successful business ventures.

## Targeted Groups:

- Marketing Managers and Supervisors.
- Project Managers.
- Strategic planners.
- Administrators and heads of functional departments.
- Research and development managers.
- Team leaders.

## Course Objectives:

At the end of this Entrepreneurship Development course, the participants will be able to:

- Define the role of the entrepreneur in business around the world.
- Describe the entrepreneurial profile, including its characteristics and importance.
- Explain the forces that are driving the growth of entrepreneurship.
- Explain the cultural diversity of entrepreneurship and its role in a global context.
- Put failure into the proper perspective.
- Understand leadership and marketing techniques and their pivotal role in entrepreneurship development.

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- Conduct effective strategic planning within an entrepreneurial venture.

## Targeted Competencies:

By the end of this Entrepreneurship Development training, participants competencies will:

- Leadership techniques and administrative creativity.
- Knowledge of the requirements of quality and continuous improvement.
- Employment of community culture.
- Marketing techniques for the idea and product.
- Proper planning, promotion, and public relations.

## Course Content:

### Unit 1: Describe the Entrepreneurial Profile:

- Welcome, Introduction, and Introducing course objectives.
- Conceptual framework of entrepreneurship development.
- Characteristics of Entrepreneurs.
- Benefits and Drawbacks of Entrepreneurship Development.
- Q&A & Homework.

### Unit 2: The Cultural Diversity of Entrepreneurship:

- A quick review of the last session.
- Homework solution.
- The Cultural Diversity of Entrepreneurship.
- The Power of Small Businesses and the role of entrepreneurship development programs.
- Strategic Thinking within Entrepreneurship.
- Q&A & Homework.

### Unit 3: Strategic Planning in Entrepreneurship Development:

- A quick review of the last session.
- Homework solution.
- Strategic Planning and entrepreneurship development strategies.
- Vision and mission and SWOT analysis for entrepreneurs.
- Setting priorities and smart goals.
- Q&A and Homework.

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## Unit 4: Marketing Strategic Planning:

- A quick review of the last session.
- Homework solution.
- Marketing strategic planning for entrepreneurship development.
- The Four-Cell SWOT Matrix is specifically for entrepreneurs.
- Corporate and unit Strategy for small businesses.
- Creating the Marketing Plan.
- Q&A and Homework.

## Unit 5: Leadership and Marketing for Entrepreneurship:

- A quick review of the last session.
- Homework solution.
- Implementing Marketing Strategies in Entrepreneurship.
- Total Quality Management and its importance in entrepreneurship development.
- Organizing marketing activities to foster ideas for entrepreneurship development.
- Q&A.
- General review.