



2nd RUFORUM TRIENNIAL CONFERENCE

TRAINING CONCEPT NOTE

DEVELOPING ENTREPRENEURSHIP COMPETENCY AMONG EMERGING ENTREPRENEURS

Date: 5th - 9th August 2024 **Time:** 08.30-16:00 Southern African Time (SAT)

Venue: International University of Management (IUM) (TBC), Windhoek, Namibia

Contact: Prof. Anthony Egeru (a.egeru@ruforum.org)

BACKGROUND

Entrepreneurship is critical in advancing wealth creation, and economic growth and development. As a result, governments, private sector players, and academia are inventing ways and models to enhance entrepreneurship capacity, especially in agribusiness sector. Entrepreneurship is even more important in Africa where the youth bulge has already started manifesting negative effects through high rates of unemployment, and involvement in deviant behaviour by young people.

The African Union’s Agenda 2063 Aspiration 6 calls for an Africa whose development is people-centred, relying on the potential offered by African people, especially women and youth. Further, in the continent’s Ten-Year Implementation (2024-2033), the agenda seeks to achieve a 25% reduction in unemployment and to specifically reduce youth and women’s unemployment by 2% per year. These are bold aspirations which can only be achieved through a vibrant private sector given that public sector job opportunities are declining across the continent. Entrepreneurship capacity development therefore plays a critical role in creating and nurturing the private sector that will create employment opportunities. However, Africa’s private sector is nascent and largely operating in the informal sector with limited capacity to create the required number of jobs. More effort is required to create and nurture knowledge, technology and innovation driven formal private sector with potential to create millions of jobs and grow Africa’s economy.

The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) through its transformative education in Africa, is committed to growing a cadre of young people who have capacity to become entrepreneurs and change agents in society. RUFORUM sees universities as development facilitators and such, universities need to play a greater role in supporting the growth of a private sector in Africa through training entrepreneurial graduates. Through its partnership with the

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Mastercard Foundation under the TAGDev program, RUFORUM seeks to catalyse expanded work opportunities for young people across Africa through entrepreneurial capability development. RUFORUM is therefore committed to sowing seeds of entrepreneurship in each of its member universities to motivate young women and men, and university staff to start enterprises. The starting point is offering hands-on entrepreneurship training to this target group, upon which mentorship of interested young people and university faculty will be initiated. As part of the RUFORUM 2nd Triennial Conference, RUFORUM will deliver entrepreneurship training for students and recent graduates at the International University of Management between 5th and 9th August 2024.

OBJECTIVES

This training seeks to catalyse entrepreneurial aspirations among novice entrepreneurs through a targeted training and mentorship process that will equip them with entrepreneurial mind-set and innovative entrepreneurship skills in enterprise development. The training will specifically achieve the following.

1. Equip students with entrepreneurial, enterprise development and financial literacy skills.
2. Cultivate a culture of entrepreneurship among young graduates to catalyse enterprise development.
3. Enable the graduates to better convert their academic and research knowledge into viable enterprises, careers, and become change agents in society.

APPROACH

This training is set out as hands-on training with a co-creation and collaborative learning approach. The participants will receive presentation, challenge activities, and guided learning procedures with experienced team of private sector facilitators and private sector leaders.

EXPECTED OUTCOME

By the end of this training, participants are expected to have the following.

1. A strong motivation and entrepreneurial mind set to start-up businesses.
2. Developed a viable business plan with a sound understanding of various opportunities, appreciation of customer needs, create a prototype, and planning business finance and logistics.

PARTICIPANTS

This session targets fresh graduates, in-session students, as well as academic staff/trainers willing to undergo an entrepreneurial mindset orientation and training journey.



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ORGANIZERS

The training is organized as a pre-conference event during the 2nd RUFORUM Triennial conference by RUFORUM, International University of Management, University of Namibia, and the Government of Namibia.

EXPECTED TRAINING TOPICS

Day 1: Becoming an entrepreneur.

Day 2: Business idea generation.

Day 3: Business prototyping for a competitive market

Day 4: Business validation for market readiness

Day 5: Business pitching and fund raising for business growth.

DETAILED TRAINING PROGRAMME (To be provided by facilitators)

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