



جامعة دبي
UNIVERSITY of DUBAI

University of Dubai and Citi Foundation sponsored Entrepreneurship Training Program for Women

The Center for Management & Professional Development, the community outreach arm of the University of Dubai, Dubai Chamber of Commerce & Industry in collaboration with Citi foundation, is delivering its annual fully sponsored **Entrepreneurship Training Program for women commencing 30th March 2011**

This is a fully funded community outreach initiative to support and empower women in the UAE by upgrading their business and entrepreneurial skills so that they can set up business or assist existing business women to set up new initiatives in Dubai and thereby strengthen the economy of the country. It's indeed an opportunity for them to be able to realize their dreams.

Requirements to attend the course:

- This course is open for women (only) of all nationalities.
- The participant should be in the process of setting up business i.e. have a business plan ready/ applying for trade license/ looking for office space etc. or already have an existing business and intend to either expand the business or set up a new initiative.
- Good communications skills in English is a requirement

The participants are required to complete the registration procedure at the earliest.

The program will commence 30th March 2011.

Participants will undergo three months of intensive training (free of charge) which will use a combination of lectures, case studies, guest speakers, and practical assignments. The program covers topics such as screening of business ideas, understanding the industry and competition, elements of marketing and understanding how consumers buy, importance of cash management, product pricing, various marketing dimensions, action plan on how to identify and reach out to consumers, how to do simple market research, cash flow management, financial planning, business plan development, putting the plan to work, and looking at ethical and legal concerns as well as the regulatory environment etc.

The business plan is an integral part of the program and will be critiqued by industry leaders and experts prior to final submission. Mentoring, networking meets with angel investors/ SME's will be provided even after program completion.

For queries and registration call up:

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