

ARE YOU AN ENTREPRENEUR?

IF YES...

Athlone Institute of Technology offers you a range of opportunities:

- **IF YOU** would like to improve your entrepreneurial skills in anticipation of starting a business in the future...

The Higher Certificate in Business in Enterprise Development

- **IF YOU** have an innovative business idea and are ready to commit yourself full-time to the development of your business...

The Midlands & West Enterprise Programme

- **IF YOU** are an aspiring or practising senior manager and wish to develop your leadership, entrepreneurial, strategic and cross-functional skills...

The Executive MBA



ATHLONE INSTITUTE of TECHNOLOGY

Institiúid Teicneolaíochta Bhaile Átha Luain



HIGHER CERTIFICATE IN BUSINESS IN ENTERPRISE DEVELOPMENT

The Higher Certificate in Business in Enterprise Development is a two-year, part-time course which develops the know-how and specific skills that potential entrepreneurs can harness to increase their chances of success. The course will be delivered through a blend of practical learning, hands-on expertise and one-to-one mentoring.

Course Objectives

- To enable potential entrepreneurs to develop suitable skills to support the start-up or advancement of their enterprise idea.
- To develop participants' skills in preparing business plans for new/existing enterprises.
- To create an awareness of the key skills that are critical to implementing an entrepreneurial project such as business finance, market development, legal and human resource issues, teamwork, quality and personal resource issues.
- To develop the confidence of the participants to establish/grow a new/existing enterprise.
- To enable participants to develop their enterprise/enterprise idea by linking with mentors with appropriate experience in enterprise development.

Course Modules

| Course Content Stage 1 - Year 1 | | Course Content Stage 2 - Year 2 |
|---|---|---|
| Module ED01: Entrepreneurship and Innovation | ➔ | Module ED07: Mentoring and Growing your Business |
| Module ED02: Marketing and Market Research | ➔ | Module ED08: Communications, Selling and Sales Management |
| Module ED03: Business Planning and Finance | ➔ | Module ED09: Business Accounting |
| Module ED04: Managing People | ➔ | Module ED10: Law for Enterprise |
| Module ED05: Information Technology | ➔ | Module ED11: Operations and Quality Management |
| Module ED06: Mentoring Advice, Learning and Support | ➔ | Module ED12: Enterprise Project |

Course Cost

The cost of the course is €2,500 per year.

Applications are now invited for the next HCBED course commencing in January 2008.



For more information contact:

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MIDLANDS & WEST ENTERPRISE PROGRAMME



Participant Profile

Participants should:

- Have an innovative business idea with growth and export potential
- Be graduates (diploma level or higher) with a number of years industry experience
- Have the enthusiasm and drive necessary to develop and grow a successful business



The Midlands & West Enterprise Programme is a one-year programme that provides high potential entrepreneurs and innovative start-ups with the business skills, networks, facilities and supports necessary to navigate the business start-up process from concept to successful commercialisation.

The MWEP is based in the Midlands Innovation and Research Centre at Athlone Institute of Technology and the Innovation in Business Centre at Galway-Mayo Institute of Technology.

MWEP Supports

- Structured business development training
- A network of industry experts and peer entrepreneurs
- Regular reviews of business performance / business counselling
- Assignment of an experienced business mentor
- Incubation facilities including individual desk space, VoIP telephony, broadband access, meeting and conference facilities, print, photocopying and fax facilities and access to the facilities and research resources of Athlone Institute of Technology and Galway-Mayo Institute of Technology
- Eligible participants may apply to Enterprise Ireland for CORD funding which could provide up to 50% of previous year's salary.

If you are a prospective entrepreneur with industry experience and an innovative business idea the MWEP will provide you with the business skills and support necessary to transform your idea into a successful business.

Applications are now invited for the next MWEP commencing in March 2008.

For more information contact:

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EXECUTIVE MBA

The Executive MBA is a two-year, part-time programme that enables aspiring and practising senior managers to develop their leadership, entrepreneurial and strategic skills, allowing them to move easily between functional areas and to manage cross-functional teams. The programme is delivered through a mixture of coursework, lectures, individual/group projects and case studies.

Entry Requirements

Applicants should normally hold a degree or professional qualification and have at least five years' work experience.

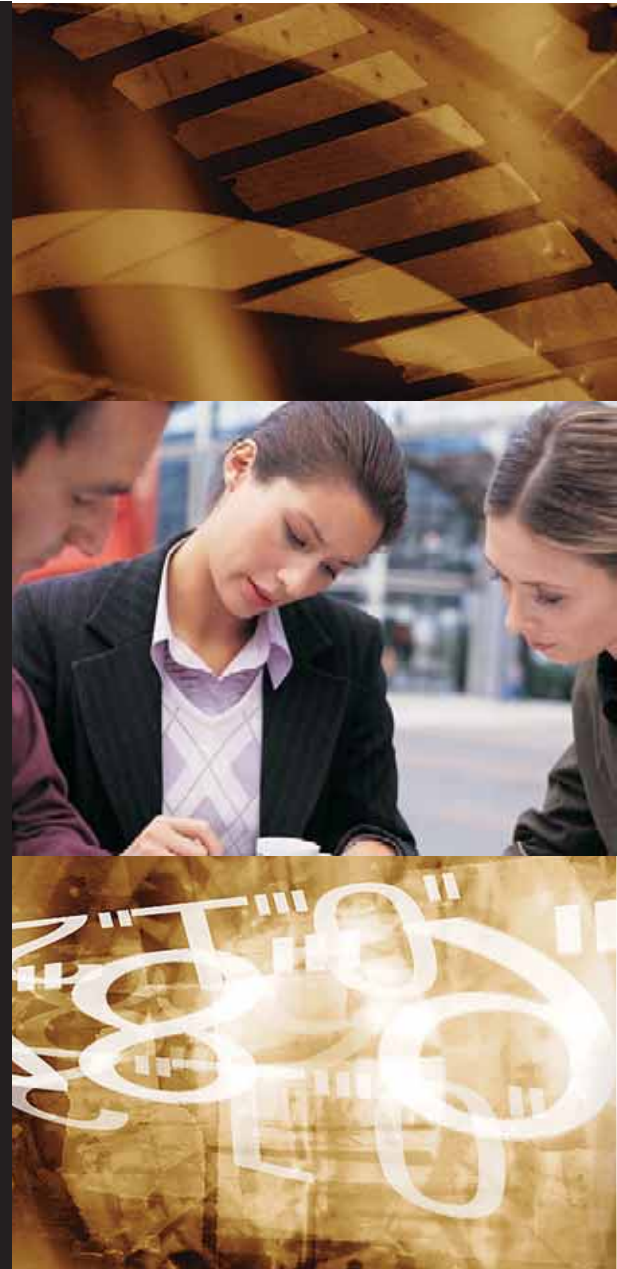
Programme Cost

The programme fee for the academic year 2008-2009 is expected to be €8,000.

The next Executive MBA programme will commence in September 2008.

For more information contact:

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