



COLLEGE OF ENTREPRENEURSHIP AND SMALL BUSINESS (COESB) (The Premier University of Entrepreneurship and Small Business)

---transforming your ideas into viable businesses

FLAGSHIP PROGRAMMES

CERTIFICATE PROGRAMMES

Professional Certificate in Entrepreneurship (CEnt)

Dream, Plan and Realise with our CEnt

Entrepreneurship is creating or seizing an opportunity. As a student at Webster Vienna Private University pursuing a Certificate in Entrepreneurship, you'll learn how to vigorously work toward developing an idea, overcome obstacles and take calculated risks to ensure the success of the idea. You will also work on the development of a business plan for a concrete idea, and potentially create a real plan for a real new business.

Get the tools to successfully launch a new business idea. learn how to plan, organise, establish and control a business.

The Certificate in Entrepreneurship delivers a series of entrepreneurship courses for undergraduate students in business or non-business majors. Courses promote entrepreneurial awareness and thinking among students and develop the necessary real-world skills and abilities to become self-employed or start and grow an entrepreneurial venture.

The Certificate Programme Entrepreneurship presents a strong instructional foundation for launching and successfully operating a small business venture. The curriculum spans all stages of small business development, from defining an idea to finding and managing your finances to building marketing strategies and managing your operation. This professional certificate's capstone course teaches you how to finalise your business plan and practice the next steps to executing and managing a successful business.

Certificate in Agricultural Entrepreneurship - CAGEnt

The Agricultural Entrepreneurship Certificate provides students the opportunity to focus their studies in a way that will enable them to succeed in businesses that thrive in an agricultural economy. Students will select business, science, and other classes that provide them with an understanding of the needs of the agricultural community and the business skills to meet those needs in a professional, ethical manner.

Certificate in Technology Entrepreneurship (CTEnt)

The Certificate in Technology Entrepreneurship is a programme for scientists and engineers who are interested in business. The programme offers you the opportunity to improve your entrepreneurial skills. It consists of three parts. The first part covers elective subjects related to the theme of entrepreneurship. They are taught by Engineers/Technologist and Business Entrepreneurs. The second part of the programme covers entrepreneurial skills.

Certificate in Agricultural Business Management

Our Certificate in Agricultural Business Management (CABM) is offered to any student enrolled as a non-degree studies (NDS) student at COLESB, and enrolled in a graduate diploma or professional degree programme or has already received a degree. This certificate provides students an opportunity to learn basic business and economic principles that are useful in careers in agricultural and related industries.

Agribusiness is of local and global importance, encompassing a wide range of activities that contribute to our supply of food and natural fibres. Agribusiness comes into play at every stage in the food chain, from primary production, to the packaging of your favourite snack food. It is also a dynamic business that must respond to sweeping advances in technology, to major changes in trade and policy, and to an ever-changing, consumer-driven marketplace.

DIPLOMA PROGRAMMES

Diploma in Entrepreneurship - DEnt

The Diploma programme in Entrepreneurship is aimed at producing manpower with sound theoretical and practical knowledge to enable them contribute to economic development and job creation by starting their own businesses, assisting others to start businesses, or to manage existing businesses. The major focus is on small business management and small business management practice, with marketing as a secondary focus.

Diploma in Agricultural Entrepreneurship – DAGEnt

With a [Diploma in Agricultural Entrepreneurship at COLESB, students](#) will receive the core skills of analysis and critical observation of financial and business systems related to the agricultural sector, learn about sustainability in the choice of a rural livelihood, and learn to deal with and respect the seasonal and environmental constraints from the local to the global level, involving sound financial, legal and political management as they impact on the environment.

Diploma in Technology Entrepreneurship – DTEnt

Individuals with an advanced degree in a technical field considering the commercialization and startup process can use the DTent programme to evaluate their business idea. The 2 year diploma programme entails classwork and an internship in a startup company. The classroom work is designed to enable each participant to develop a comprehensive business plan vetted by experts and mentors.

Diploma in Agribusiness - DAGRIB

Agribusiness is the study of the business and economics of agribusiness firms. Agribusiness possesses many unique challenges and opportunities including risks and uncertainties of agricultural production, reliance on natural resources, government involvement with food and agriculture, competitive nature of the agribusiness sector, innovative technology within commercial agriculture and food processing, and global impacts of food and agriculture. The agribusiness curriculum allows individuals to gain an appreciation for management and technology concepts needed for the agricultural industry. This program develops knowledge and skills in management, production, and marketing as related to agribusiness management.

Graduates of the Agribusiness diploma program are prepared to work in a variety of agricultural-related fields such as agricultural production, management, mid-management, marketing, and banking and finance.

HIGHER/ADVANCED DIPLOMA PROGRAMMES

Higher/Advanced Diploma in Entrepreneurship -ADEnt

The Higher/Advanced Diploma in Entrepreneurship is designed to provide students with skills, knowledge and attitudes, which will enable them to be actively involved in the field of Entrepreneurship and small business development and also be effective owner managers of businesses. The programme is designed for students to understand the environment under which entrepreneurs in small-scale enterprises (SSEs) operate. The student will be able to carry out research, monitoring and project evaluation in SSEs; start and run own business.

Higher/Advanced Diploma in Agricultural Entrepreneurship - ADAGent

With a Higher [Diploma](#) in [Agricultural](#) Entrepreneurship at [COLESB](#), students will receive the core skills of analysis and critical observation of financial and business systems related to the agricultural sector, learn about sustainability in the choice of a rural livelihood, and learn to deal with and respect the seasonal and environmental constraints from the local to the global level, involving sound financial, legal and political management as they impact on the environment.

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Higher/Advanced Diploma in Agribusiness

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POST GRADUATE DIPLOMA PROGRAMMES

Post Graduate Diploma in Entrepreneurship – PGDEnt

The Postgraduate Diploma in Entrepreneurship is a unique qualification awarded by the COLESB which transforms the entrepreneurial aspirations of ambitious individuals into real action and new enterprises.

It is a part time programme which enables entrepreneurial individuals to benefit from the world-renowned teaching and research offered by COLESB. It harnesses all the resources, knowledge and networks built up by the College over years of producing increasingly successful programmes in entrepreneurship and helping aspiring entrepreneurs develop their skills, ideas and innovations. Students benefit from the small group teaching that is the hallmark of the COLESB: practical and challenging learning with experienced faculty and entrepreneurs that underpins the teaching philosophy. At the same time, students are actively supported in the pursuit of a business venture whether this is a technology, creative or social enterprise and wherever they are in the world.

The programme provides an entrepreneurial toolkit that builds business knowledge and a practical set of skills to increase confidence and the potential for success whilst seeking to avoid common mistakes. Throughout the programme, students are energised by interaction with peers from around the globe, supported by business mentors and inspired by faculty and the COLESB Entrepreneurial Ecosystem.

The aim of this programme is to provide individuals with a significant pool of knowledge and real confidence in their entrepreneurial skills so they can take business ventures forward in the commercial arena.

Post Graduate Diploma in Agribusiness Entrepreneurship - PGDABE

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Postgraduate Diploma in Technology and Entrepreneurship (PGTENT)

The PGTENT provides a practically focused introduction to technology businesses, innovation and commercialisation. It will foster the knowledge, skills and behaviours necessary to be a successful entrepreneur in the technology industry.

This qualification is suited to postgraduate students from science and business backgrounds, who have an interest in the commercialisation of science and technology, and to employees in technology businesses, for whom the course would provide a formal qualification in an area of relevance to their employer.

The programme provides an effective grounding across a wide range of the applied disciplines required for the effective management of technical ventures.

MASTER'S PROGRAMME

Master in Entrepreneurship - MTENT

This programme is of particular focus on innovation, enterprise and entrepreneurship, making this the perfect choice for those interested in following the entrepreneurial path.

Our Master in Entrepreneurship will be of particular interest if you already run your own business or are planning a career in either self-employment or an innovative, entrepreneurial organisation. The programme will be of particular interest to budding entrepreneurs, existing entrepreneurs growing their businesses, developers of start-up companies, people working in business support organisations or who advise entrepreneurs, teachers of entrepreneurship, or those interested in developing an entrepreneurial mindset for their future careers.

Master in Entrepreneurship and Innovation - MEI

The Master of Entrepreneurship and Innovation is designed to help students understand the hurdles, opportunities and fundamental requirements that must be in place in order to realise their vision for a new, or renewed, organisation. It focuses on the specific needs of entrepreneurs seeking to successfully commercialise an idea.

The Master of Entrepreneurship and Innovation is targeted at those who are active in, or intend to enter, the entrepreneurship field. Study areas include opportunity discovery and evaluation, creativity and innovation, finance, entrepreneurial marketing, corporate and contemporary challenges in entrepreneurship and innovation.

COLESB's unique entrepreneurship program offers students the opportunity to commercialise new ideas and learn how visionary attitudes can transform existing organisations. It is designed to help students understand the hurdles, opportunities and fundamental requirements and specialist skills needed to lead and manage the process of innovation, business startups, high growth and rapid change.

Master in Technology Entrepreneurship (MTENT)

The Master of Technology Entrepreneurship (MTENT) is an innovative new graduate program that gives aspiring high-tech entrepreneurs the skills and knowledge they need to make their business ideas a reality.

It equips graduates that have a strong desire to be an entrepreneur with the skills and knowledge needed to develop their own tech-based start-up businesses. The programme provides an effective grounding across a wide range of the applied disciplines required for the effective management of tech-based ventures.

This unique “pracademic” course offers technology graduates the opportunity to acquire essential knowledge and develop critical skills for entrepreneurship, to network with successful ‘role-model’ entrepreneurs and enterprise development experts and to obtain a post-graduate qualification (PG Diploma or MSc) based on the experiential learning process of commercialising their business idea. The course aims to guide students through the fast-paced journey of preparing

of a well-researched “investor-ready” business plan based on a structured product development process, mentored by high calibre practitioners and experienced academic staff.

Every successful engineer scientist or technology graduate needs to be ‘entrepreneurial’ so that they can explain the applications and commercial potential of their ideas and gain support for the projects they wish to pursue. The Master in Technology Entrepreneurship is of particular value to holders of a primary degree in engineering, computing, science or technology who wish to prepare for a career that necessitates an understanding of the issues at the interface between business and science. While this includes those who wish to acquire the skills to develop a new technology venture, it also includes those who wish to acquire key entrepreneurial competencies and mindset which would enable them to become more confident and creative in whatever they undertake, whether employed as a graduate in an ‘intrapreneurial’ context, whether pursuing social entrepreneurship projects, or whether pursuing a career in self-employment.

Master in Entrepreneurship and Enterprise Development (MBAEED)

Training, counseling and consultancy products that develop entrepreneurship are a key requirement in the Business Development Services (BDS) industry but the capacity for delivery in many African countries is extremely limited.

The objective of the MBAEED programme is to enhance the capacity of business development services (BDS) practitioners to provide high standards of effective support for enterprise development. BDS practitioners are ideally multi-skilled in the fields of: facilitating learning groups, counseling individuals and consulting on specific problems.

The target clients are potential and existing practitioners engaged in the management and delivery of business training, consultancy and counseling to SMEs. These include employees in public and private sector organisations as well as individual practitioners in Africa.

Master in Tourism/Hospitality Entrepreneurship

The tourism industry is one of the most faceted, complex and fascinating ones in the business world; COLESB’s Master in Tourism/Hospitality Entrepreneurship is designed to meet the specific needs of those wishing to direct their professional profiles on this path, providing them with entrepreneurial skills and a thorough knowledge of the tourism/hospitality business in order to start a career in it, both in the institutional and entrepreneurial sides of the industry.

Master in Food and Beverage Entrepreneurship

One of the best known and more competitive branches of business, the industry of food and beverage plays a crucial role as much in the Nigerian scenery as in the world. COLESB’s Master in Food and Beverage Entrepreneurship offers complete training and the ideal skills to start a strong and productive career in this sector; the managerial training and the study of the mechanisms of production, distribution, and demand provided by this program are specifically designed to forge professional profiles able to work effectively and successfully in the business of food & beverage.

Master in Political Marketing and Communications

COLESB's Master in Political Marketing and Communications is designed to provide the student with a thorough and up to date knowledge of the political sciences and the most advanced and productive techniques in marketing, planning, communication, campaign running and analysis of every possible political scenery and situation. The programme delivers an intensive and all-encompassing training aimed to produce professional figures who can skillfully work in every environment and successfully structure campaigns and strategies for institutions, companies, organisations and political parties.

Master in Sport and Lifestyle Management

The sports industry is one of the ultimate expressions of the entertainment business. From live events to media, TV and Internet broadcasting, from professional sports teams to exclusive private sports clubs; the management of these industrial entities has experienced deep changes, requiring a new class of professionals with skills in several fields of management. COLESB's Master in Sport and Lifestyle Management is specifically designed to train professional figures who are able to work effectively and successfully in the various areas of the sports business, providing them with all the necessary skills to start a career in this environment.

Master in eHealth Management

COLESB's Master in eHealth Management is the answer to the needs of anyone looking for a training of excellence in the technological sector of the Health Industry, providing a specific and thorough knowledge on the combined use of technologies of the information and communication sectors (with a particular focus on the Internet) applied to the Health Industry for clinical, didactic and administrative purposes. The training provided by this exclusive programme is aimed at producing high-level professional figures and managerial profiles able to catch the chances offered by the eHealth and Telemedicine sector and to constantly move towards progress and efficiency.

Master in Social Entrepreneurship

COLESB's Master in Social Entrepreneurship is unique in that it combines classroom learning with practical field experience and exposure. During this programme, students will be required to create a new social enterprise, or contribute to improving an existing one. The programme aims to produce graduates who are not only theorists, but also industry exposed.

Upon completion of this course, graduates will be able:

- - To undertake a major study of social enterprise/entrepreneurship.
- - To analyse contemporary developments in the global arena with respect to innovative and creative marketing approaches.
- - To understand the community and environmental dimensions of wealth creation and distribution.
- - To draw distinctions between conventional business and social enterprise.

Master in Healthcare Entrepreneurship

Healthcare Entrepreneurship is a potent tool for improving access to healthcare provision and improving quality standards. We offer training to healthcare professionals to spark their entrepreneurial drive and help them to achieve career success and to make a positive impact on the nation's healthcare system.

Master in Pharmaceutical Formulation and Entrepreneurship

The Master in Pharmaceutical Formulation and Entrepreneurship is a 12-month full-time taught postgraduate programme. The aims of the MSc programme are: i) to enable students to acquire a comprehensive knowledge of the processes involved in the delivery of drugs to therapeutic targets and to equip students with the research skills and practical ability to successfully develop products and processes relevant to the needs of the pharmaceutical industry, and ii) for graduates to possess key skills in entrepreneurship, including business planning, evaluation of ideas and models, raising finance, allocating resources, marketing and communication.

Master in Biotechnology Enterprise and Entrepreneurship (MBENT)

Biotechnology entrepreneurship is the sum of all activities necessary to build an enterprise through the melding of both scientific and business disciplines. The entrepreneur leader is the driving force for the forward momentum of the organisation. The characteristics and core values of the leader are what influence the long-term success of the company. Managing the unknown-unknowns, being a multi-disciplined translator, and creative problem-solving skills are a few of the important characteristics of successful entrepreneurs. The biotechnology entrepreneur is also a risk manager, and there are multiple forces that influence and impact the decisions they make when leading their company. In this chapter we will review what makes a biotechnology entrepreneur and discuss the important characteristics of these individuals, and describe the forces that influence an entrepreneur's decisions.

A successful biotechnology enterprise depends on trained professionals who understand science and who are also skilled in the complexities of biotechnology commercialization. This exciting new program brings together a strong science foundation with biotechnology enterprise and entrepreneurship, providing a unique educational venue for scientists to better understand the entire biotechnology enterprise and issues unique to the industry.

The COLESB's Master of Biotechnology Enterprise and Entrepreneurship programme is intended for biotechnology professionals who want a career beyond the laboratory within an existing biotechnology organisation or for those who dream of starting a new biotechnology enterprise. The curriculum will provide you with the interdisciplinary foundation to address the enterprise and regulatory challenges organisations face in the biotechnology industry.

Master in Sustainability Management

The Master in Sustainability Management (SMgt) is one of only a few programmes of its kind in the world. Graduates are equipped to work in environmental sustainability and compliance

management, as consultants, entrepreneurs, and professionals who can successfully make the business case for sustainability.

Environmental sustainability has emerged as a major challenge for societies and businesses alike, one requiring solutions from experts in business, environmental management, ethics, and social responsibility. The SMgt program integrates law, science, and business to answer the increasing demand for management professionals capable of leading in this sector by collaborating with scientists and engineers to find environmentally-conscious business solutions.

MASTER IN ENTREPRENEURSHIP (MENT) WITH SPECILISATIONS

Executive Master of Entrepreneurship (MEnt)

The Entrepreneurship MENT covers topics such as management skills and accounting methods, negotiation techniques and communication skills, and looks at how they can be applied in various business situations. The programme also teaches students how to adjust to changes, and gives them the skills necessary to become successful entrepreneurial leaders in a range of organisational settings.

Entrepreneurship and Small Business specialisation

The Entrepreneurship and Small Business specialisation teaches young business students how to face the challenges of starting and developing a new company. Benefit from hands-on experience that will assist you in launching your new business. Benefit from a broad spectrum of topics, including entrepreneurship inside and outside of corporate settings and small businesses sustainability planning. Learn how to deal with the risks and rewards of being an entrepreneur and find efficient ways of identifying fresh business opportunities.

Marketing Concentration

The MENT with a concentration in marketing supports students who are either working or would like to pursue careers in marketing-related fields such as sales, promotions, brand management, marketing research and e-marketing.

Human Resource Management Concentration

Students with HRM Concentration will gain the skills and experiences to become a successful HR manager with the School of Business' online MENT with a concentration in human resource management. It will help students emerge with an understanding of business, functional operations and decision processes as they relate to the management of human resource.

Educational Leadership Concentration

This programme is designed to meet the needs of fulltime teachers holding B.Ed or PGDE certification or proprietors who can complete the curriculum's practicum requirement.

Accounting Concentration

The curriculum provides an understanding of business fundamentals and accounting concepts in today's fast-changing business environment. It will assist students in gaining the professional skills and experiences to become a successful business leader.

Corporate Entrepreneurship Concentration

The MENT with a concentration in corporate entrepreneurship supports students who are either working or would like to pursue careers in the corporate world. Students will gain an understanding of business fundamentals as well as business and corporate governance concepts and theories to become a successful corporate leader.

Public Sector Entrepreneurship (Public Entrepreneurship)

The MENT with a concentration in public entrepreneurship supports students who are either working or would like to pursue careers in public sector. Students will gain an understanding of business fundamentals as well as public administration concepts and theories to become a successful public servant.

Family Entrepreneurship Concentration

The MENT with a concentration in family entrepreneurship supports students who are either working or would like to succeed in family-owned businesses. Students will gain an understanding of business fundamentals as well as entrepreneurship concepts and applications to become a successful family entrepreneur.

Media Entrepreneurship Concentration

The MENT with a concentration in media entrepreneurship supports students who are either working or would like to succeed in media businesses. Students will gain an understanding of business fundamentals as well as entrepreneurship concepts and applications to become a successful media entrepreneur.

Digital Entrepreneurship Concentration

The MENT with a concentration in digital entrepreneurship supports students who are either working or would like to succeed in digital businesses. Students will gain an understanding of business fundamentals as well as entrepreneurship concepts and application to become a successful media entrepreneur.