



## Global Fellowship Program Course Descriptions

### Ideation

#### ***Design for Delight***

- Design for Delight is the set of guiding principles for solving that important customer problem. A mindset more than a process, it's about iterating your way to an answer and making decisions intentionally along the way. Delight is critical because it's not enough anymore just to meet customer expectations. True innovation is about exceeding those expectations so that customers recommend our products to others.

#### ***Entrepreneurship: Prototype Lab***

- Introduce enactors to free prototyping and/or affordable techniques such as apps and website templates and 3D printing.

#### ***Business Acumen: Business Model Canvas***

- Business Acumen is keenness and quickness in understanding and dealing with a business situation in a manner that is likely to lead to a good outcome. The Business Model Canvas is used today in organizations all around the world. The Business Model Canvas helps organize all of the various aspects of an organization. As you build the Business Model Canvas, you can also use it to brainstorm ways to change, innovate, or grow your Enactus Team or project.

#### ***Entrepreneurship Basics: Team Management***

- How to increase your team's productivity and build an effective team.

### Implementation

#### ***Collaborative Leadership: Leading as a Member of the Team***

- As a leader in Enactus, you are called to be a collaborative leader. Collaborative leaders are the ones that are not just successful when it comes to results, but they are successful at building purposeful relationships. In this course you will shape your approach to collaborative leadership on your own Enactus team as you strive to initiate ideas with passion and innovation, experience sustainable impact with integrity, while collaborating to create a better world for us all.

## ***Branding Your Business: Story & Branding & Neuro Marketing***

- How to create the story of your business and tools to have the best brand and way to present it and attract attention.

## ***Entrepreneurship & Risk: Calculated Risk***

- There are many misconceptions about how entrepreneurs evaluate risk. To many, it seems like a gamble. Entrepreneurs however know how to play their hand. In this course, you will:
  - Understand calculated risk taking typical of entrepreneurs
  - Differentiating between risk and uncertainty
  - Understand resource poverty faced by entrepreneurs
  - How do entrepreneurs effectuate when creating companies
  - Enacting and experimenting with business models for emergent entrepreneurial opportunities
  - Identify behavioral strategies to manage risk and uncertainty

## ***Go to Market: Finance Lab***

- How to manage your business assets, increase profit and minimize risks.

## **Impact**

### ***Selling for Success: Persuasive Communication***

- In this course you will learn a variety of ways to communicate more effectively. Persuasive communication is not only helpful in Enactus when working with your project audience, trying to gain assistance from a partner, or training new members—it can also be integrated into your everyday life. This course will help you develop the skills you need by through a five-step disciplined approach. At the end of the course, you will know how to best cater your message to your audience.

### ***Growth & Impact: Partnership & Business Development***

- Find the right partners to work with.