



August 22, 2011

Dear Student:

Welcome to the Cave Hill campus of the University of the West Indies!

Student Entrepreneurial Empowerment Development (SEED) is an exciting, motivational **co-curricular** (COCR 2070; 3 credits) course designed to develop your self-reliance, innovativeness and entrepreneurship. SEED's ultimate goal is to expand your employment choices so that you would not have to rely on jobs in the public and private sectors, but consider launching your own businesses ensuring employment for yourself and others.

After completing SEED you will understand the characteristics of successful entrepreneurs, the risks and rewards of entrepreneurship and small business ownership, the importance of networking, the importance of market research and developing business plans among other things. You will also become aware of the organisations that support small business, relevant legislation including business incentives and options for accessing finance.

SEED sessions will be held on **Wednesdays** from **3:10 to 5:00 PM in LR10** of the CLICO Centre for Teaching Excellence and will comprise:

- SEED in the Classroom
- Are You Ready to Start Your Business?
- Marketplace – A Simulation
- Entrepreneurial Opportunities in Services
- Is Your Idea Viable? Creating, recognising and seizing the Opportunity: How to turn an Idea into a Business
- The Innovation Imperative; Protecting your Business: Intellectual Property and You
- Planning for Success: Developing a Business Plan
- Choosing the Right Structures: Forms of Business Ownership
- Personal Development and Life Skills
- Business Etiquette
- Adding the Numbers: Raising Capital and Navigating the Numbers
- Choosing Attracting and Keeping Clients, Marketing Strategies: Keeping Ahead of the Competition

At the end of the course, you are required to submit a business plan which is eligible to be entered in the UWI CIBC First Caribbean International Bank SEED Business Plan Competition for which grant funding is available to the most competitive business ventures.

Contact:

SEED

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Please visit and like our Facebook page "Student Entrepreneurial Empowerment Development (SEED) - Cave Hill Campus"

We look forward to meeting you.

Yours sincerely

Ayanna Young Marshall

SEED Coordinator