



## Practical Business skills course for students at International University of Central Asia

In October 2011, etc4CA were asked to deliver a three day course on the topic of 'Practical Business Skills'. Students from the International University of Central Asia (IUCA) were invited to attend the course during their half-term break and over 60 applications were received from all of the academic streams. Due to such an overwhelming response, a selection process was then applied by the university to identify 44 students – the maximum number of students that could be accommodated in their largest classroom.

The course was composed of a series of seminars interspersed with individual and group breakout sessions, including case study reviews, exercises and topical discussions. The course content included:

- Case studies of businesses that went 'bad' and analysis of the issues.
- Introduction to business and the 4 key factors of successful businesses:
- Practical exercise: Business Start-up questionnaire
- Top 7 reasons for new business failure.
- Practical exercise: SWOT (strengths, weaknesses, opportunities and threats) analysis
- An overview of good Business Management & Planning principles, processes and techniques
- Practical exercise: Supply Chain Game
- Marketing, promoting & selling your product or service
- Great marketing case studies
- The importance of good financial management – budgeting and controls
- Practical exercise: Financial Budgeting and Analysis

There was extremely lively debate and challenge throughout the three day course and a number of 1:1 discussions were held around specific business ideas that the students were developing. All attendees received certificates for their attendance at the course and credits towards their annual assessment. Very positive feedback was received from the students and academic staff and etc4CA were invited to run more courses in the future at IUCA.



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E: [info@etc4ca.com](mailto:info@etc4ca.com)  
W: [www.etc4ca.com](http://www.etc4ca.com)  
S: etc4ca  
M: +44 (0) 7780 330200

