Gender in Entrepreneurship Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Empowering diverse entrepreneurs is crucial for fostering inclusive economic growth and sustainable business innovation. Gender in Entrepreneurship training course equips participants with the knowledge, tools, and strategies to address gender disparities, unlock entrepreneurial potential, and promote equitable opportunities in business. Participants will explore the intersection of gender, leadership, and enterprise development while understanding how systemic barriers affect women and marginalized groups in entrepreneurship.

This course emphasizes practical, evidence-based approaches, combining gender-responsive strategies, innovative business models, and real-world case studies to foster entrepreneurial success. By integrating inclusive leadership, financial literacy, and market access strategies, learners will develop the capacity to design and manage ventures that are both profitable and socially equitable. This transformative learning experience targets aspiring entrepreneurs, business leaders, policymakers, and development practitioners aiming to cultivate an inclusive entrepreneurial ecosystem.

Programme Curriculum

Gender in Entrepreneurship Training Course

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Course Objectives

By the end of this training, participants will be able to:

1. Analyze gender dynamics in entrepreneurship ecosystems.
2. Identify barriers and opportunities for women-led businesses.
3. Implement gender-responsive business strategies.
4. Strengthen financial inclusion for diverse entrepreneurs.
5. Apply inclusive leadership principles in business.
6. Enhance market access and networking opportunities for women entrepreneurs.
7. Promote work-life balance and mentorship initiatives.
8. Use data-driven insights for gender-focused business planning.
9. Integrate social impact and sustainability in entrepreneurial ventures.
10. Develop gender-sensitive policies for entrepreneurship programs.
11. Evaluate funding opportunities for underrepresented entrepreneurs.
12. Leverage digital tools to scale inclusive businesses.
13. Foster collaboration and partnerships for gender equity in business.

Target Audience

- Aspiring entrepreneurs
- Women in business leadership roles
- Startup founders and innovators
- Micro, Small, and Medium Enterprise (MSME) owners
- Development practitioners and NGO professionals
- Investors and financial service providers
- Policymakers and government officials
- Academic researchers in business and gender studies

Course Modules

Module 1: Introduction to Gender in Entrepreneurship

- Understanding gender concepts and frameworks in business
- Gender gaps in entrepreneurship globally
- Socio-cultural factors affecting women entrepreneurs
- Case Study: Women-led tech startups in Kenya
- Identifying local gender barriers

Module 2: Gender-Responsive Business Planning

- Gender analysis in business strategy
- Incorporating gender into value propositions

- Gender-focused market research techniques
- Case Study: Gender-inclusive microfinance programs
- Developing a gender-responsive business plan

Module 3: Access to Finance and Funding

- Identifying financial barriers for women entrepreneurs
- Innovative financing options and grants
- Venture capital and angel investment for underrepresented founders
- Case Study: Women's cooperative financing in East Africa
- Pitching to investors with gender lens

Module 4: Inclusive Leadership and Decision-Making

- Leadership styles and gender influence
- Decision-making frameworks for inclusive businesses
- Empowerment strategies for team and stakeholder management
- Case Study: Female-led SMEs achieving scalability
- Leadership challenges in mixed-gender teams

Module 5: Market Access and Networking

- Building inclusive business networks
- Accessing local and global markets
- Trade associations and women entrepreneur forums
- Case Study: Export success stories of women-owned businesses
- Designing a networking and market access plan

Module 6: Technology and Digital Entrepreneurship

- Leveraging digital tools for gender inclusion
- E-commerce, social media, and digital marketing strategies
- Tech-enabled solutions for women entrepreneurs
- Case Study: Digital startup accelerators for women in Africa
- Creating digital business solutions

Module 7: Policy, Advocacy, and Legal Frameworks

- Understanding gender-sensitive entrepreneurship policies
- Legal and regulatory barriers for women in business
- Advocacy strategies for equitable business environments
- Case Study: Policy reforms boosting female entrepreneurship in Rwanda
- Drafting recommendations for local governments

Module 8: Monitoring, Evaluation, and Scaling Impact

- Gender-focused KPIs and metrics for business growth
- Monitoring social and financial impact
- Scaling sustainable and inclusive ventures
- Case Study: Scaling women-led social enterprises
- Designing an M&E framework for gender impact

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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