

GRASSROOTS ENTREPRENEURSHIP AND MANAGEMENT (GEM) PROGRAM

Entrep Eskwela or the Grassroots Entrepreneurship and Management (GEM) program especially designed for micro and small entrepreneurs. GEM is a complete course on entrepreneurship covering three major areas: Self-Mastery, Enterprise Mastery and Situation Mastery. The learning tools and materials are highly interactive and visually appealing. GEM assists its participants, mostly small microfinance clients, in learning the various facets of enterprise management – including managing themselves, with courses that are relevant and responsive to the learning preferences of the masses

TRAINING CALENDAR

Topics	Date (1 st Quarter)	Date (2 nd Quarter)	Date (3 rd Quarter)	Date (4 th Quarter)
SELF MASTERY				
Entrepreneur in Heart and Mind	February 2, 2012	May 3, 2012	August 9, 2012	October 4, 2012
Entrepreneurial Being and Becoming	February 3, 2012	May 4, 2012	August 10, 2012	October 5, 2012
Entrepreneurial Mindset	February 9, 2012	May 10, 2012	August 16, 2012	October 11, 2012
Creating a Personal Vision				
Personal Wealth Management				
Opportunity Seeking, Screening & Seizing	February 10, 2012	May 11, 2012	August 17, 2012	October 12, 2012
SITUATIONAL MASTERY				
The Macro-Environment (EA)	February 16, 2012	May 17, 2012	August 23, 2012	October 18, 2012
Internal Assessment (IA)	February 17, 2012	May 18, 2012	August 24, 2012	October 19, 2012
ENTERPRISE MASTERY (MARKETING)				
Practical Research Methodologies	February 23, 2012	June 5, 2012	August 30, 2012	October 24, 2012
Introduction to Marketing				
Marketing Mix (4 P's)	February 24, 2012	June 6, 2012	August 31, 2012	October 25, 2012
Marketing Strategies				
ENTERPRISE MASTERY (OPERATIONS)				
Entrepreneurial Operations : Understanding Customer	March 1, 2012	June 12, 2012	September 6, 2012	November 8, 2012

Expectations - Part I – A&B				
Operations Management Part II - A				
Operations Management Part II - B				
ENTERPRISE MASTERY (HUMAN RESOURCES)				
Human Resources Management: Managing People in Organization	March 2, 2012	June 15, 2012	September 7, 2012	November 15, 2012
Human Resources Management: Assessing Competency				
ENTERPRISE MASTERY (FINANCE)				
Understanding Financial Statements	March 8, 2012	June 19, 2012	September 13, 2012	November 22, 2012
Analyzing Financial Statements	March 9, 2012	June 20, 2012	September 14, 2012	November 23, 2012
Forecasting Financial Statements				

**REGISTRATION FEE: PHP 12, 000/ PER PARTICIPANT
(exclusive of incidental costs such as food, transportation and accommodation)**

Avail our FREE 1 slot for a minimum of 4 participants for every course you will enroll.

For reservations, please call us at (02) 927-9365, (02)928-5576, (02)426-3140 or email us at caarcaya@abs-cbnbayanfoundation.com or abschn.base.mk@gmail.com