

ARUSHA TECHNICAL COLLEGE  
**GENERAL STUDIES DEPARTMENT**

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**BUSINESS INCUBATION MANAGEMENT**

**1.0. DURATION: One (1) Week.**

**2.0. COURSE RATIONALE**

Business Incubation is increasingly being adopted as a holistic approach to address the challenge by stimulating innovation and entrepreneurship; knowledge, skills, technology transfer and accelerating growth of small and medium enterprises. Progressive and on-going learning about business incubation Management and leadership are key for ensuring a successful incubator

**3.0. COURSE OBJECTIVES**

The purpose of this course is to build capacity of University Management, incubator managers, lecturers from Higher Learning Institutions, staff, board and other stakeholders in designing, managing and governing incubators successfully.

Also to enhance understanding of nature, models and framework for successful business incubation and sharing lessons and best practices

**4.0. SPECIFIC OBJECTIVES**

- a. Business incubation definitions & principles
- b. Business incubation models, including success factors
- c. Planning an incubator
- d. Marketing and stakeholder management
- e. Financing a business incubator
- f. Managing the incubator
- g. Implementing a mentoring program

**5.0. TARGET GROUP**

This training is designed to enhance the skills of the following groups of people:

- a) Management team & lecturers from Higher Learning Institutions
- b) Incubation centre Staff & managers
- c) Innovation hubs/labs Staff & managers
- d) Entrepreneurship center Staff & managers
- e) Business/resource centre staff
- f) Board and other stakeholders dealing with innovation and entrepreneurship activities

## **6.0. COURSE OUTCOME**

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

- a) Design business incubators, including doing a feasibility studies, preparing strategic and business plans and staffing incubators;
- b) Market the incubator to both client businesses and stakeholders;
- c) Finance the incubator from multiple sources;
- d) Effectively manage the incubator processes and systems; and
- e) Design and implement a mentorship system for incubates.

## **7.0. COURSE FEE**

The course fee is Four Hundred Thousand Tanzania shillings (400,000/=) inclusive of practical materials.