



Magellan Group

Talent & Business Development

Magellan Business Program

In Entrepreneurship

Magellan Business Program



**Credibility for
Expertise**



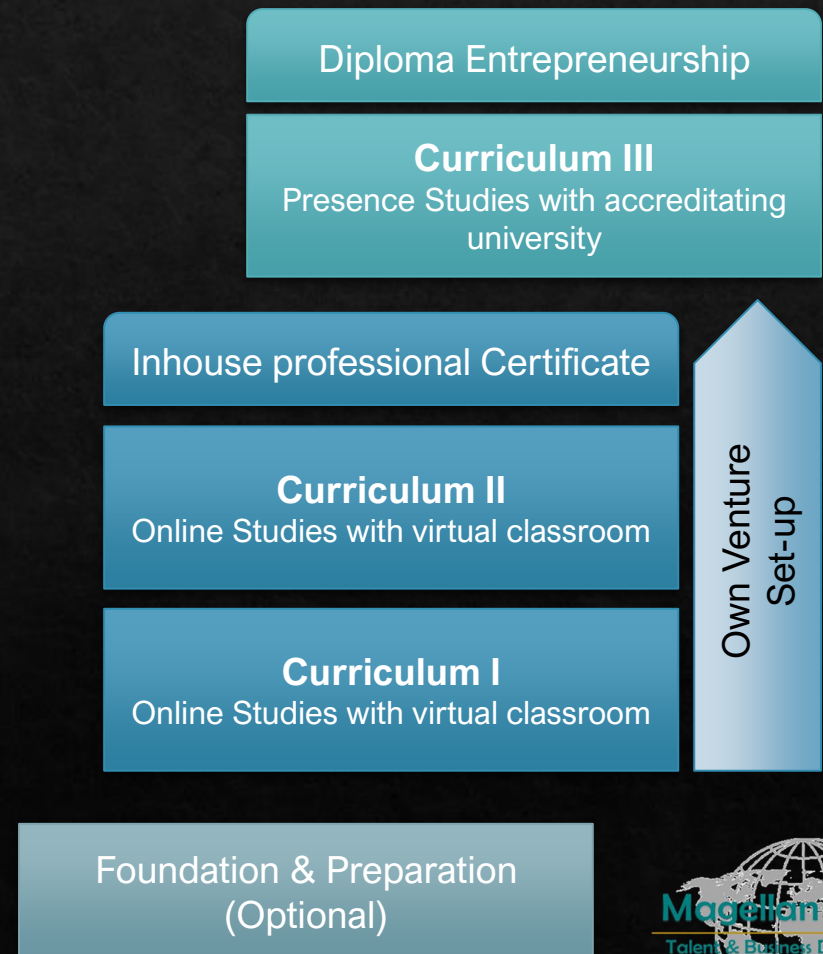
**Toolset for
Entrepreneurs**



**Personal Excellence
and Development**

Executive Summary

- ◆ An online program ,combining virtual classroom with presence at accrediting University.
- ◆ Overall program durations is 12-24 months with different certifications and study fees between EUR 6,000 to 12,000 (before discounts, sponsorships).
- ◆ Programs lectured in English to attract global audience looking for business credentials.
- ◆ Program focuson entrepreneurship and itraining of business skills to aspiring Business Owners. Program structure mainly based on professional and business experiences.
- ◆ Strong focus on experiential learning and Networking among international student groups.
- ◆ Program cmbined with set-up of an individual business venture.



Overview Curriculum I

Personal Excellence

- ◇ Psychology, Mindset
- ◇ Philosophy, Logic

Performance Skills

- ◇ Communication
- ◇ Project Management

Business Foundation

- ◇ Accounting, Legal
- ◇ Economics - History

Entrepreneurship

- ◇ Entrepreneurial Skills
- ◇ Business Organisation

Management & Leadership

- ◇ Change Management
- ◇ Influencing People

Risk Management

- ◇ Risk Evaluation
- ◇ Risk Mitigation

Overview Curriculum II

Business Management

- ◇ Business Organisation
- ◇ Business Administration

Sales & Marketing

- ◇ Online Sales, Marketing Strategies
- ◇ Influencer Marketing , Campaign

Product Management

- ◇ Sourcing, Logistic
- ◇ Process Management

Finance Management

- ◇ Financial Reporting
- ◇ Financial Planning

Financial Modelling

- ◇ Financial Analysis
- ◇ Budgeting

Investment & Funding

- ◇ Financial Markets & products
- ◇ ROI, yields and valuations

Overview Curriculum III

Information Management

- ◇ Data Management
- ◇ IT & AI Applications

Change Management

- ◇ Soft Skills for Change Management
- ◇ Corporate Restructuring

Special Business Functions

- ◇ HR Management
- ◇ Compliance & Controlling

International Business

- ◇ International Relations
- ◇ Business Structuring

Product Design

- ◇ Creativity & Designs
- ◇ Production Processes

Corporate Resourcing

- ◇ Treasury & Liquidity Management
- ◇ Investor Relations

Terms & Conditions

- Program-Development and materials in English and prepared by German partners
- Study-Groups of 20-30 students. Up to 20 Study-Groups. Self-Study materials and online lectures in virtual classroom to allow personal interactions.
- Parallel own business venture to be set up as part of the program. Further engagements in international projects are anticipated
- Campus set up with partnering Universities and Institutes in Europe (Romania) and Asia (Philippines) to allow international experiences.
- Student Fees (tbd)
 - Admission Fee EUR 150 **
 - Online Program (12 months Curriculum I+II) EUR 6,000* **
 - Diploma Program by accrediting University (18+ month) EUR 12,000*

*) incl material and accommodations at partner university

**) Sponsorships available



Accreditation & Cooperation

- Requirements set by University regarding curriculum and duration of studies
- Accreditation fees to be identified
- Requirements for specialization onshore at the University
- Requirements for examinations and dissertations
- Certifications and recognition
- Package include offers for accommodation for students (can arranged separately)

Financial Plan

Funding Requirements

- Capitalization of EUR 500k for
 - IT System
 - Program Development
 - International Branding
 - Initial Operation
- 60% provided by parent company Business Incubator Center (Magellan Group)
- 40% offered to private and institutional partners for equivalent shares

Monetization

- Income from student fees to cover operational costs
- Additional income from sponsorships and grants for talent development
- Commission for development of entrepreneurs and business ventures

Value Contribution

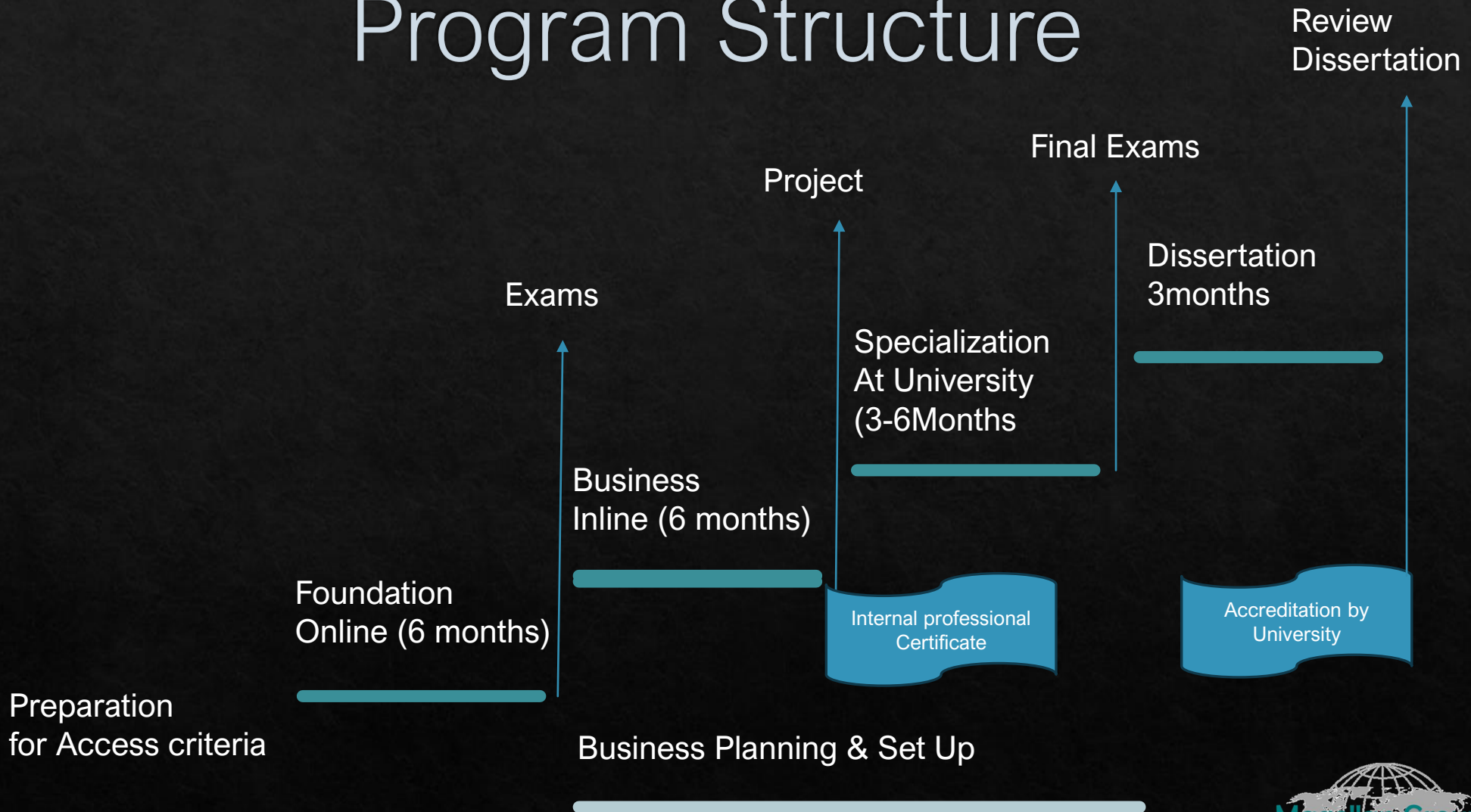
- Offer international academical programs to worldwide audience also in remote areas
- Combine online learning with the value of networking and campus experiences
- Accreditation for Self-Employed and Business-Owners without big academical aspirations
- Foster development of business ventures and hands on entrepreneurship by starting an own venture during the program
- Facilitate international student programs for associated Universities and Institutes

WHY Magellan Business Program

- Cost & time efficient business program open for international audience of all ages and professions
- Empowerment of participants for entrepreneurship and create networks and skills to execute own ventures
- International network and support of Magellan Group
- Improved career and business opportunities in Magellan Group and associated partners



Program Structure



Apply

magellan.ventures@mail.de



www.magellanes.org