

Entrepreneurship Course

COURSE OUTLINE

Chapter 1: Introduction to Entrepreneurship

Chapter 2: Decide On The Type Of Business

- Is It Feasible?
- What Are Your Interests?
- Do You Have The Experience?
- Are You An Expert In The Field?
- Case Study

Chapter 3: What Is The Market/Competition Like?

- Is The Venture Lucrative?
- Is There Competition?
- How Can You Set Yourself Apart From The Competition?
- How Is The Customer Prospect?
- Case Study

Chapter 4: Basics Of Starting A Business

- Decide On A Name
- Legal Structure Of Business
- Register The Business
- Choose A Location
- Hire An Accountant
- Case Study

Chapter 5: Create A Business Plan

- What Should Be Included In The Business Plan?
- Gather Documentation
- Develop Business Plan Outline
- Draft Business Plan
- Case Study

Chapter 6: Get Financing

- Contact Organizations For Guidance
- Decide The Type Of Financing
- Shop Around
- What To Do Once Approved
- Case Study

Chapter 7: Hire Employees

- Develop Job Description(S)
- Advertise Positions
- Interview Candidates
- Select Candidates
- Case Study

Chapter 8: Training Employees

- Teach Company Culture
- Implement Actual Training For The
- Position
- Provide Feedback
- Offer Additional Training, If Necessary
- Case Study

Chapter 9: Market The Business

- Traditional Marketing
- Create A Website
- Social Media
- Networking Groups
- Case Study

Chapter 10: Run The Business

- Procurement
- Sell! Sell! Sell!
- How To Manage Cash Flow
- Budgeting
- Case Study

Chapter 11: Grow The Business

- Offer More Products / Services
- Open Another Location
- Franchise Opportunities
- Scoring Large Contracts
- Case Study