



## Entrepreneurship Skills

### Course Overview

Wouldn't it be nice to be your own boss, work on your own schedule, and make money doing something that you're passionate about? Millions of people around the world are living that dream and running their own business.

This five - day course will teach you the basics of entrepreneurship. You'll consider if entrepreneurship is right for you and learn the basic steps of creating your own business. At the end of the course, you'll have a solid foundation to start your entrepreneurial journey.

### Learning Objectives

At the end of this course, you will be able to:

- Identify the traits of an entrepreneur and assess your own entrepreneurial capabilities
- Outline and evaluate a business idea
- Develop a product idea
- Identify your target market and customers
- Develop your value proposition
- Understand different types of business ownership and structures
- Evaluate franchising and business purchasing opportunities
- Create a pitch deck, executive summary, company presentation, technical white paper, and business plan
- Create financial projections for your business
- Identify where to find business funding
- Create a product development plan, marketing plan, and sales strategy



- Identify ways to protect your intellectual property
- Describe effective ways to brand your product
- Choose the right location for your business
- Launch and grow your business
- Demonstrate the behaviors of an entrepreneurial leader
- Find appropriate resources to help you on your journey

## Entrepreneurship Course Outline

- Should You Become an Entrepreneur?
  - History of Entrepreneurs
  - Characteristics of Successful Entrepreneurs/Personal Profile
  - Business Opportunities and Goals
- What Skills Do Entrepreneurs Needs?
  - Communications Skills
  - Math Skills
  - Problem-Solving Skills
- Entrepreneurs in a Market Economy
  - Concepts of Cost
  - Pricing
  - Government's Role
- Select a Type of Business Ownership
  - Purchase Existing Business
  - Franchise a Business
  - Choose the Legal Form of Business

# OUTLINE



- Develop a Business Plan
  - Why a Business Plan
  - What Goes into a Business Plan
  - Writing a Business Plan
  
- Identify Market
  - Value of Market Research
  - Competition
  - Name a Business
  
- Finance, Protect, and Insure Your Business
  - Why a Financial Plan is Important
  - Obtaining Financing for Business
  - Protecting Your Assets
  
- Choose Location and Set Up for Business
  - Selecting a Location and Site
  - Business Layout and Space
  - Selecting Equipment
  
- Marketing Your Business
  - Advertising
  - Printing Business Cards
  - Set Marketing Goals
  
- Hiring Employees and Managing a Staff
  - Hiring Employees

# OUTLINE



- Managing a Staff
- Record Keeping and Accounting
  - Record Keeping System
  - Basic Recording Keeping/Accounting
  - Tracking Inventory
- Financial Management
  - Managing Cash
  - Looking at Financial Performance
- Using Technology
  - Technology Needs of a Business
  - Internet Usage
  - Purchasing Equipment
- Meeting Legal, Ethical, and Social Obligations
  - Ethical Issues in Business
  - Social Responsibilities
- Growth in Today's Marketplace
  - Strategy for Growth
  - Trends in the Marketplace
  - International Business Culture