

# ENTREPRENEURSHIP

## Course Outline

- I. Becoming an Entrepreneur
  - A. About Entrepreneurship
  - B. Is Entrepreneurship Right for You?
  - C. Explore Ideas and Opportunities
  - D. Problem-Solving for Entrepreneurs
- II. Develop a Business Plan
  - A. Why a Business Plan is Important
  - B. What Goes into a Business Plan?
  - C. How to Create an Effective Business Plan
- III. Identify and Meet a Market Need
  - A. Identify Your market
  - B. Research the Market
  - C. Know Your Competition
- IV. Market Your Business
  - A. Develop the Marketing Plan
  - B. The Marketing Mix—Product
  - C. The Marketing Mix—Price
- V. Distribution, Promotion, and Selling
  - A. The Marketing Mix—Distribution
  - B. The Marketing Mix—Promotion
  - C. Selling and Promoting
- VI. Types of Ownership
  - A. Decide to Purchase, Join or Start a Business
  - B. Choose a Legal Form of Business
  - C. Legal Issues and Business Ownership
- VII. Business Location and Set Up
  - A. Choose a Location
  - B. Obtain Space and Design the Layout
  - C. Purchase Equipment, Supplies and Inventory

- VIII. Plan and Track Your Finances
  - A. Financing Your Business
  - B. Pro Forma Financial Statements
  - C. Recordkeeping for Businesses
- IX. Operations Management
  - A. Operating Procedures
  - B. Inventory Management
  - C. Financial Management
- X. Human Resource Management
  - A. Identify Your Staffing Needs
  - B. Staff Your Business
  - C. Direct and Control Human Resources
- XI. Risk Management
  - A. Business Risks
  - B. Insure Against Risks
  - C. Other Risks
- XII. Management of the Future
  - A. Growth Strategies
  - B. Ethical and Social Issues
  - C. Global Trends and Opportunities