

Career Development

Entrepreneurship Course Outline:

Module One: Getting Started

- Housekeeping Items
- Pre-Assignment Review
- Workshop Objectives
- The Parking Lot
- Action Plan

Module Two: 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
- Module Two: Review Questions

Module Three: 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
- Module Three: Review Questions

Module Four: Basics Of Starting A Business

- Decide On A Name
- Legal Structure Of Business
- Register The Business
- Choose A Location
- Hire An Accountant
- Case Study
- Module Four: Review Questions

Module Five: Create A Business Plan

- What Should Be Included In The Business Plan?
- Gather Documentation
- Develop Business Plan Outline
- Draft Business Plan
- Case Study
- Module Five: Review Questions

Module Six: Get Financing

- Contact Organizations For Guidance
- Decide The Type Of Financing
- Shop Around
- What To Do Once Approved
- Case Study
- Module Six: Review Questions

Module Seven: Hire Employees

- Develop Job Description(S)
- Advertise Positions
- Interview Candidates
- Select Candidates
- Case Study
- Module Seven: Review Questions

Module Eight: Training Employees

- Teach Company Culture
- Implement Actual Training For The Position
- Provide Feedback
- Offer Additional Training, If Necessary
- Case Study
- Module Eight: Review Questions

Module Nine: Market The Business

- Traditional Marketing
- Create A Website
- Social Media
- Networking Groups
- Case Study
- Module Nine: Review Questions

Module Ten: Run The Business

- Procurement
- Sell! Sell! Sell!
- How To Manage Cash Flow
- Budgeting
- Case Study
- Module Ten: Review Questions

Module Eleven: Grow The Business

- Offer More Products / Services
- Open Another Location
- Franchise Opportunities
- Scoring Large Contracts
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words From The Wise
- Review Of The Parking Lot
- Lessons Learned
- Recommended Reading
- Completion Of Action Plans And Evaluations