

Entrepreneurship and Small Business

Courseware: **7100-1**

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Course Description

Whether you're an aspiring entrepreneur or seeking to enhance your small business knowledge, this course will cover essential topics such as business planning, marketing, financial management, and ethics. Through engaging content, real-world scenarios, and hands-on activities, you will develop the expertise to navigate the entrepreneurial landscape and tackle the challenges of running a successful small business.

This course is structured to prepare you for the Certiport Entrepreneurship and Small Business (ESB) certification exam. Successful completion validates a valuable credential demonstrating your proficiency in entrepreneurship and small business management, setting you on a path to entrepreneurial success and growth.

Suggested Course Length: 20-30 Hours

Course Prerequisites

There are no prerequisites needed.

Unit 1: Entrepreneurial and Small Business Concepts

Unit Objectives

Lesson 1: Foundational Concepts

Lesson Objectives
 Entrepreneurship
 Small Businesses
 Types of Businesses
 Legal Structures
 Roles and Responsibilities
 Business Compensation
 Business Life Cycle
 Design Thinking
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 2: Successful Entrepreneurs

Lesson Objectives
 Entrepreneurial Mindset
 Risks-Benefits-Opportunities
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 3: Business Opportunities

Lesson Objectives
 Characteristics
 Viability
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 4: Business Plans

Lesson Objectives
 Business Plan
 Business Plan Components
 Pitch Deck
 Pitch Deck Components
 Lean Canvas
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 5: Intellectual Property

Lesson Objectives
 Understand Intellectual Property
 Value-Risks-Guidelines
 Lesson Summary
 Practice Exercises
 Practice Questions
 Unit Summary
 Unit Assessment

Unit 2: Marketing and Sales

Unit Objectives

Lesson 1: Market Research

Lesson Objectives
 Target Market
 Value Proposition
 Pricing
 Data
 Competition

SWOT

Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 2: Marketing Processes

Lesson Objectives
 Platforms
 Methods
 Data
 Costs
 Plan
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 3: Sales Strategies

Lesson Objectives
 Processes
 Characteristics of Channels
 Types of Sales Channels
 Strategies
 Lesson Summary
 Practice Exercises
 Practice Questions
 Unit Summary
 Unit Assessment

Unit 3: Production and Distribution

Unit Objectives

Lesson 1: Minimum Viable Product

Lesson Objectives
 Product Market Fit
 Minimal Viable Product
 Performance Quality Criteria
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 2: Supply Chain and Production Processes

Lesson Objectives
 Production Development
 Production Options
 Quality Control Testing
 Regulatory Compliance
 Safety Compliance
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 3: Distribution Channels

Lesson Objectives
 Distribution Channel Selection
 Direct Distribution Versus
 Fulfillment Services
 Lesson Summary
 Practice Exercises
 Practice Questions
 Unit Summary
 Unit Assessment

Unit 4: Business Financials

Unit Objectives

Lesson 1: Analyze Business Financials

Lesson Objectives
 Selling Price
 Income Sheets
 Balance Sheets
 Fixed Costs
 Variable Costs
 Cash Flow
 Return on Investment
 Lesson Summary
 Practice Exercises
 Practice Questions

Lesson 2: Analyze Funding Options

Lesson Objectives
 Operating Budget
 Start-Up Costs
 Funding Options
 Obtaining Funding
 Lesson Summary
 Practice Exercises
 Practice Questions
 Unit Summary
 Unit Assessment

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