

CONTINUING EDUCATION

COURSE OUTLINE – Introduction to Entrepreneurship

INSTRUCTOR: N/A

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

Having an entrepreneurial spirit and a good idea is a great foundation to starting your own business. But you may need a bit more to succeed. This course explores the different aspects of entrepreneurship and how entrepreneurs create and establish successful new ventures. It reviews issues and activities involved in starting a new business, including the decisions that must be made before an enterprise can be launched and established.

CONTACT HOURS: 5 hours

CEUs: .5

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve an average test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Describe the characteristics of a successful entrepreneur
- Outline the eight stages of the entrepreneurial process
- Explain the discovery stage
- Describe the evaluation of the market for a new venture
- Outline ways to structure the venture
- Discuss the strategic planning process for an entrepreneur
- Describe the operational and financial planning needed for a new venture
- Outline how an entrepreneur develops and employs a business plan
- Describe the options for funding the new venture
- Discuss issues in implementing the plans for a new venture
- Recognize the ethical issues faced by entrepreneurs