

Entrepreneurship Essentials: Master a Proven Framework for Building New Ventures

COURSE OVERVIEW AND SYLLABUS

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Course Length: 6 Weeks (40 Hours)

Education Course: Non-Credited Certification Course

COURSE DESCRIPTION

This course introduces students to the theory of entrepreneurship and its practical implementation. It focuses on the basics of planning and launching a business. Whether interested in creating a money-making business or a nonprofit to help others, this course provides the core skills needed to succeed. Students learn about real-life entrepreneurs, characteristics of successful entrepreneurs, pros and cons of self-employment, and how to attract investors and manage expenses. Topics include exploring factors of business success and failure, core business concepts, competition, production, and the global economy. Special emphasis is placed on decision-making and problem solving in society through an understanding of opportunity recognition, value creation, and basic entrepreneur-related concepts.

COURSE OBJECTIVES

In this course, students will learn about the following topics:

- Entrepreneurs and inventors
- Parts of a business
- Products, services, and units of sale
- Factors of success and failure
- Producers and consumers
- Business ethics, ideas, and opportunities
- Strong and weak economies
- DBA names
- Capitalism and competition
- Organizing a business
- Pros and cons of self-employment
- Scarcity and the law of supply and demand
- Entrepreneurial characteristics
- Sales quotas and commissions
- Pricing factors and strategies
- Culture, etiquette, and globalization
- Variable and fixed costs
- Cost-based and retail-based markup

- Planning and budgeting
- Personal vision, financial goals, and priorities
- Credit, credit history, credit scores, and interest rates
- Funding sources, cash flow, and forecasting
- Investing, financial risk, diversification, and calculating return on investment (ROI)
- Risk, risk management, and small business
- Assessing company needs, and identifying ways to find employees
- Communication skills, including writing, speaking, listening, and negotiating
- Risk, risk management, and small business
- Job search and interviewing skills
- Positive work qualities and attitude
- Working with others
- Management
- Technology in the workplace

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course would. Throughout the course, you are expected to spend approximately 5–7 hours per week online on the following activities:

- Interactive lessons that include a mixture of instructional segments and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Assignments	20%
Essays	20%
Lesson Quizzes	20%
Projects	40%

SCOPE AND SEQUENCE

When you log into GSFL, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

Project 1: The Role of the Entrepreneur: Learn about products and services, capitalism, competition, and entrepreneurship.

Project 2: Entrepreneurship as a Career: Learn about reasons for entrepreneurship, self-employment, and entrepreneurial characteristics.

Project 3: Economic Principles: Learn about gross and net profit, types of competition, factors of production, scarcity, and the Law of Supply and Demand.

Project 4: Small Business Basics: Learn about parts of a business, factors that contribute to success and failure, business ethics, and conflicts of interest.

Project 5: Business Ideas and Opportunities: Learn about business ideas, the role of small business in the global economy, and the importance of matching a business idea with the entrepreneur's personality and ability.

Project 6: Defining Your Business: Learn about business plans, mission and vision, and reasons to focus products and services.

Project 7: Sales: Learn about the principles of selling, the stages of selling, selling opportunities, and sales strategies.

Project 8: Personal Finance: Learn about personal vision and goals, banking, and investing.

Project 9: Workplace Skills: Learn about hiring employees, succeeding and communicating in the workplace, and management and leadership.

COURSE POLICIES

This course conflict management and mediation course is created to teach those willing to create a safe and sustainable future, by managing and resolving conflicts with one another. Our most pressing global challenges we face today require that we show skillfulness in engaging with each other, recognizing how we can creatively approach our interdependent goals to create new opportunities for a better future.

There are both substantive and procedural ways that this course is infused with the theme of sustainability. Reading materials and assignments will be handled entirely through electronic means.

ATTENDANCE AND PARTICIPATION

You are expected to attend all classes for this course, be prepared, and be on time. The class is built around your being in attendance and engaged in class activities, exercises and discussions. It is each student's responsibility to attend all sessions in order to receive your non-credited certification.

If you are absent for two or more consecutive class sessions due to a legitimate excuse, you are required to submit a letter signed by a person in a position to make an authoritative determination as to the validity of the absence, including the phone number of the individual who signed, and presented to GSFL prior or upon returning to training sessions. GSFL reserve the right to contact the person who signed your letter to check on the validity of the content and authority of the letter. These are the only situations in which you will be allowed to reschedule your course. If you fail to comply, no refunds are given for missed sessions or making up of missed sessions.

Students who miss class are responsible for obtaining all material and information that they missed. This includes any changes to the schedule that are announced in class.

ACADEMIC INTEGRITY

GSFL expects all students to uphold intellectual honesty in their academic work. In this class, it is essential that you demonstrate honor in maintaining the confidentiality of the role specific information for course role play exercises.