

Simply a Better Way to Learn!



B U S I N E S S S K I L L S

Business Planning

Course Introduction

This course will assist students in learning the fundamentals of effective business planning. It teaches students the concepts they need to understand in order to properly assess a new business idea and make it yield results. Several skill-building exercises help to put the theory into practice. Topics covered include organizing a business plan, choosing a business name, developing a mission statement and executive summary, analyzing the environmental factors that can affect a business, marketing the business, and managing people and the competition. Questions are included at the end of each lesson to measure progress.

Course Prerequisite(s)

None

Course Aim

To give the student the skills required to make a small enterprise succeed.

Of Interest to

Those who are interested in starting a new business or interested in providing better planning to an existing business.

Course Breakdown

Lesson 1:

Small Businesses and Entrepreneurs; Business Plan Components; Advantages of Business Planning; Entrepreneurial Characteristics and Personal Assessments; Reasons Why Businesses Succeed and Fail

Lesson 2:

The Types of Business; Business Legal Structures; Choosing a Name and Registering for Licenses and Permits; Patents, Copyright, and Trademarks; Defining Your Real Business

Lesson 3:

The Mission Statement; The Executive Summary; Ideas, Trends, and the Product Life Cycle; The Environmental Factors

Lesson 4:

The Marketing Process; Marketing Strategy and the Marketing Mix; Market Segmentation; Setting Goals and Objectives

Lesson 5:

The Marketing Mix and the Environmental Framework; Product and Service Strategy; Price Strategy; Place Strategy; Promotional Strategy

Lesson 6:

Building a Team; Managing People; Selecting Professional Advisors; Assessing the Competition; Positioning Your Product or Service

Course Notes

Course manual provided for on-going reference.

There is a final exam upon completion of the course. Participants who receive 75% or higher on their exam will receive a certificate.



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