



ENTREPRENEURSHIP ESSENTIALS

SIX CORE COURSES FOR ENTREPRENEURS AND STARTUPS



Preparing a Business Plan

- Business Plans
- Preparing to Develop Your Business Plan
- Creating Your Business Plan

Principles of Accounting and Finance

- Basic Accounting Terms
- Accounting Concepts
- Basic Accounting Principles and Standards

Customer-focused Interaction

- Benefits of Social Media to Customer Focus
- Knowledge Management and Customer Focus
- Using Mobile Technology in Customer Service

Enhancing Your Creativity

- Assessing Your Creativity
- Overcoming Barriers to Creativity
- Boosting Your Creativity

Making Tough Decisions

- Dealing with Uncertainty
- Compromise and Trade-offs
- Using Your Intuition

Crafting a Business Strategy that Executes

- Defining Executable Strategy
- Selecting Strategically Executable Initiatives
- Creating Executable Metrics and Assigning Resources