

### »» Course Overview

This course will prepare students for certification in Entrepreneurship and Small Business. The modules are designed to cover all aspects of entrepreneurship including traits of successful entrepreneurs, business management, hiring employees, creating a company culture, managing finances, and marketing products and services. Each module will challenge students to put themselves in the role of an entrepreneur and consider how they will handle the extensive responsibilities of starting a business.

### »» Course Outline by Module

<b>Module 1</b>	The Entrepreneur
<b>Module 2</b>	Opportunity Recognition
<b>Module 3</b>	Starting a Business, Part I
<b>Module 4</b>	Starting a Business, Part II
<b>Module 5</b>	Business Operations, Part I
<b>Module 6</b>	Business Operations, Part II
<b>Module 7</b>	Marketing and Sales
<b>Module 8</b>	Financial Management, Part I
<b>Module 9</b>	Financial Management, Part II

### »» Course Elements

 Video Instruction

 Interactives

 Reading

 Projects

 Reflections

 Concept Checks

 Quizzes and Exams



[Course Preview Video](#)

### »» Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

### »» Course Materials

None Required.