EXCELSIOR COLLEGE

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CENTER FOR PROFESSIONAL DEVELOPMENT

START YOUR OWN BUSINESS

200 Hours/12 Months/Instructor-Facilitated
Course Code: **CPD160**

OVERVIEW

Entrepreneurship, the process of starting and running a business, can result in ground-breaking success. This program is for students who want to start their own business or for students who may have a business that they want to make more successful. It will walk them through the process of starting and growing a business.

This program addresses concepts, such as establishing that business plans are feasible, developing specific objectives to bring plans into reality, and offering methods of operating a business to optimize its success.

OBJECTIVES

The goal of this program is to take the student through the process of starting a business. At the end of the program, the student will have or will be close to beginning his or her business.

Specifically, the course will address how to do the following:

- Determine if a business is right for you
- Develop business ideas and concepts
- Establish that the business is actually realistic and feasible
- Understand legal issues and choose the best form of organization and planning the best exit for you and business
- Create a realistic and implementable business plan that will help you raise money, make the best decisions, and operate your business successfully
- Obtain the resources you need, such as money, partners, customers, and financing
- Use social media and other web strategies to build success

MATERIALS INCLUDED

- *Start Your Own Business*
- *The Entrepreneurial Conversation*
- *Bankable Business Plans for Entrepreneurial Ventures*

OUTLINE

I. First Steps in Your Entrepreneurial Journey

II. What Kind of Business Is Right for You?

III. Idea Generation

IV. Developing Your Business Concept

V. Clarifying Your Business Idea

VI. Confirming Entrepreneurial Feasibility

VII. Planning For Your Business

VIII. Management Essentials: Operations, Networking & Business Exits Introduction

IX. Legal Considerations

X. Marketing and Web Strategies

XI. Developing Your Marketing Campaign

XII. Customer Service

XIII. Sales And Your Business

XIV. Employment and Labor Law

XV. Hiring Your First Employee

XVI. Managing and Compensating Your Employees

XVII. Obtaining Financial Resources (aka "Money, Money, Money")

XVIII. Creating Complete and Convincing Financial Projections

XIX. How to Create Financial Statements

XX. Getting Ready to Present Yourself and Your Business

XXI. Your Bankable Business Plan

XXII. Presenting Yourself and Your Business in Person

XXIII. Continuous Review and Improvement of Your Business

XXIV. Pulling It All Together

COMPUTER REQUIREMENTS

This program is compatible with the Windows XP and later operating systems and can be taken on either a Mac or a PC. It is compatible on IE7 and later browsers.

Adobe Flash Player and Adobe Acrobat Reader are required for this program.

INSTRUCTOR BIO

Ed Rogoff is a professor and an entrepreneur. He has a B.A. in History, an MBA, and a M.A. and Ph.D. in Economics.

Ed has worked with entrepreneurs in many different industries and is the chair of the Department of Management at a large public university. Before becoming chair, he was the academic director of one of the largest centers in the country that is known for helping entrepreneurs and supporting related research. In 2010, Ed was named the Outstanding Entrepreneurship Educator of the Year by the United States Association of Small Business and Entrepreneurship.

He has written five books, including *Bankable Business Plans* and co-authored *The Entrepreneurial Conversation* and*The Second Chance Revolution: Working for Yourself after 50*. In addition he has published academic papers in journals such as The Journal of Business and Entrepreneurship, The Journal of Developmental Entrepreneurship, Family Business Review, and Journal of Small Business Management and has written articles for the New York Times, Forbes, and Newsday, in addition to making a guest appearance on CNN.