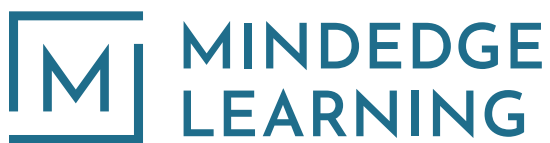


# Entrepreneurship

## Category and Courses Marketing Kit

Bring your great ideas to life.



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# I. Course Summary Descriptions

## Entrepreneurship

Entrepreneurs can grow their seedling ideas into fully fledged businesses. Some think it's magic, while others understand that entrepreneurial practices and philosophies can be learned. This course teaches anyone with an adventurous spirit how to navigate the waters of entrepreneurship, from ideology to business planning.

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## Certificate in Entrepreneurship

This online certificate program introduces key issues in entrepreneurship for those looking to start a business on their own. What does it take to build and grow a business from scratch? What personal characteristics are shared by successful entrepreneurs? What types of resources are available to budding entrepreneurs, and where can you find them? Learners who complete this program will have the answers to those questions and others that are essential to the success of their businesses. This certificate is suitable for new business owners, as well as anyone considering the challenges of entrepreneurship.

**Learner Satisfaction: 97%**  
**Estimated length: 25 hours**  
**Access Time: 365 days**  
**Credits: 2.5 CEUs**

## Entrepreneurship (ACE CREDIT®)

This online course teaches essential skills and knowledge for entrepreneurs. Throughout five segments, learners will explore how entrepreneurs create successful ventures, and develop functional skills in management, accounting, marketing, and business law. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to practice entrepreneurial skills.

**Learner Satisfaction: 97%**  
**Estimated length: 28 hours**  
**Access Time: 365 days**  
**Credits: 2.5 CEUs**

# Inc. Magazine: Building a Fast-Growing Business

Startups and small businesses are the growth engines of the American economy, but that growth doesn't just happen by itself. Growing a business takes time, hard work, and skill—and it certainly helps when you can get a lot of practical advice along the way. This bundle is based on Inc. Magazine's award-winning journalistic content and features practical, experience-based assignments that will provide entrepreneurs and small-business owners with the skills necessary to navigate the various stages of growing a business. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 99%**

**Estimated length: 18 hours**

**Access Time: 365 days**

**Credits: 1.8 CEUs**

## A Guide to Business Loans

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts related to business financing, including how various loan products work, what to consider when assessing your business's financing needs, and how to navigate the application process.

The focus is on providing practical, hands-on advice to entrepreneurs and small business people, including video segments and commentary from industry-leading practitioners and subject matter experts. The course also offers how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Accounting and Finance for Entrepreneurs

This course provides an introduction to key topics in accounting and finance for those involved in new ventures. It reviews financial accounting basics, including GAAP Principles and financial statements, and also covers key issues in finance, broadly defined as any financial or monetary activity that involves a company.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

## Business Law for Entrepreneurs

When starting a new venture, understanding the relevant laws can make or break your success. This course covers the basics of business law for an entrepreneur. It reviews legal structures for a new venture, intellectual property, employment law, contracts, government regulation, and personal and real property.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

## Finance 101 for Entrepreneurs

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of finance, including startup financing; pricing; cash flow; and financial ratios. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Introduction to Entrepreneurship

Having an entrepreneurial spirit and a good idea is a great foundation to starting your own business. But you may need a bit more to succeed. This course explores the different aspects of entrepreneurship and how entrepreneurs create and establish successful new ventures. It reviews issues and activities involved in starting a new business, including the decisions that must be made before an enterprise can be launched and established.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

# Leadership and Management for Entrepreneurs

This course explores the leadership and management issues entrepreneurs face as they create and establish successful new ventures. It reviews the key managerial roles of planning, organizing, staffing, leading and controlling and their application in entrepreneurial settings. Further, the course addresses self-management for the entrepreneur—how an entrepreneur can manage his or her own time and maintain a proper work-life balance.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

## Selling Like a Pro

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of sales, including the sales funnel and pipeline; lead qualification; presentations; metrics; and closing. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 CEUs**

## Strategic Marketing for Entrepreneurs

This course reviews the strategic issues that an entrepreneur faces while starting a new venture or business, and highlights the questions about market acceptance that must be answered during every stage of the entrepreneurial process.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 CEUs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Entrepreneurship suite.

### **Strategic Marketing for Entrepreneurs**

*"This was a very informative and concise learning module. I enjoyed the exercises and got a lot from it!"*

### **Leadership and Management for Entrepreneurs**

*"Very helpful and insightful content. Great foundation builder. Thank you!"*

### **Introduction to Entrepreneurship**

*"This course went beyond my expectations—I learned so much in such a short period of time and know I'll be able to apply what I've learned instantly. Looking forward to the next course as part of this certificate program."*

### **Business Law for Entrepreneurs**

*"LOVED IT."*

### **Accounting and Finance for Entrepreneurs**

*"Great program. I learned so much in just a few hours!"*