

FGC6-19 Entrepreneurship Certificate \$649. Avg. 48 Hours

Individual courses \$259

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Boost your chances of success for your new or small business and reduce your risks. Get the latest on planning your business, brainstorming business ideas and a checklist for going into business. Then learn how to create a business plan, including assessing business feasibility and prepare the management and financial plans. Then take home a step by step approach to attract and keep customers, with an emphasis on customer-driven marketing decisions and building a strong brand. At the end of this certificate, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage and market your new business.

Individual Courses

Entrepreneur Boot Camp

Starting a business is something that all of us have thought about at one time or another. Everyone wants to be their own boss. Yet statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur.

At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage your new business.

The Business Plan

Whether starting a business or growing the one you have, a business plan serves as a roadmap and can help secure needed funding. In this course, you evaluate the many aspects and potential hurdles of the business and build the Business Plan, one step at a time.

This practical, hands-on approach encourages you to immerse yourself in the vision and planning aspects of your business. Focusing on the most critical components of the Business Plan enables you to uncover hidden risks and assess the business from a marketing, management, and financial vantage point.

Entrepreneurial Marketing

To succeed in today's marketplace, entrepreneurs must know how to effectively market their product or service. This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan. Whether you are starting a business or growing an existing one, you will take away practical marketing tips and tools that you can use to improve your marketing efforts.



About online learning

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.



How the Course Works

It is easy to participate in your online course. After you register, you will be given a web address to go to get into your online classroom. You will have a password and use your email address and password to gain access.

Once inside the online classroom, here's what you can expect.



Participate when you want

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week.

There are no live real-time requirements or meetings. You decide when you participate.

For the best learning, participants should log into the course on 2-3 different days of the week.



What you will do

For each Unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

For best learning, you should make one or more comments at 2-3 different times each day.

The content (readings, audio lectures, slides) and self quizzes are accessible for the entire course, so you can work ahead, or go back and review again, at your convenience.



Discussion

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night.

Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

We encourage you to make 2-3 comments each day to maximize your learning and enjoyment of the course.

It's easy. It's fun.