



TYLER JUNIOR COLLEGE

School of Continuing Studies

1530 SSW Loop 323

Tyler, TX 75701

1.800.298.5226

www.tjc.edu/continuingstudies/mycaa

Education & Training Plan Entrepreneurship Specialist Program

Student Full Name: _____

Start Date: _____ End Date: _____

Program Duration: 6 months

(due to open enrollment, start and end dates are determined by the student)

MyCAA Information

Course Code:	TJC-MET 27
Program Duration:	6 Months
Course Contact Hours:	375
Student Tuition:	\$3,799

The Entrepreneur

Ever had an idea you thought would make a great business? You're not alone - some of the best, most successful companies started with an idea just like that coupled with the drive, passion, and expertise of a brave entrepreneur. Starting a successful venture from scratch requires navigating through a number of challenges whether legal or economic considerations and also requires the mastery of certain controlling functions independent of a great idea. Whether faced with accounting, finance, marketing, or management issues, successful entrepreneurs have the initiative and drive to take on all of these unique challenges and get their product or service to market. In this course in Entrepreneurship, students will learn how responsibility and initiative are encouraged as business strategies are conceived and worked through into a promising business plan for a successful venture.

The Entrepreneurship Specialist Program

Entrepreneurs are the lifeblood of American business, turning great ideas and services into successful businesses every day. But starting a business and growing it to a successful enterprise requires more than just a good idea - owning your own business requires an adaptive, flexible, and well-rounded skill-set that will ensure you're prepared to navigate through a multitude of business issues. In short, successful entrepreneurs wear every hat in their business - they're effective managers and savvy negotiators all paired with an unmatched work ethic.

The Entrepreneurship Specialist Program pulls together all of the education and skills necessary for success in starting your own business or just cultivating that entrepreneurial spirit

necessary to start a new division in your current role working for another company. From drafting the initial business plan to financing your vision and managing your staff, the Entrepreneurship Program covers everything successful entrepreneurs require to start, build and grow their next venture.

Course Objectives

At the conclusion of this program, students will be able to:

- Create components of a viable business plan
- Demonstrate management, leadership, and communication skills for running and growing a business
- Demonstrate techniques for analyzing costs, preparing financial documents, and reporting requirements
- Design an effective strategy for marketing, customer service, selling, and relationship building
- Create a plan for researching, securing, and managing the financial aspects of the enterprise
- Devise a plan for business operations that will ensure the business delivers on its promises to customers
- Use Microsoft Office

Entrepreneurship Program Detailed Student Objectives:

ENTREPRENEURSHIP: WHO EXCELS AND WHAT ARE THE ESSENTIALS?

- Identify the costs and benefits of becoming an entrepreneur
- Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace
- Describe entrepreneurial attitudes, skills, and traits that lead to success
- Define terms used in financial analysis and reporting

COMPETENT LEADERSHIP: CHARTING THE ENTREPRENEURIAL ITINERARY

- Explain the importance of the business plan to being a successful entrepreneur
- Draft competent leadership components of a business plan
- Explore issues of research and development in marketing as management initiatives
- Describe the economics of one unit, cost of goods sold, gross profit, and cost of labor
- Perform calculations needed for the financial planning of a successful business

WHO WILL BE YOUR CUSTOMERS?

- Draft customer components of a business plan
- Apply the 4 Ps (marketing mix) to a business idea
- Research competition using the Web and other sources
- Describe the economics of one unit, cost of goods sold, gross profit, and cost of labor
- Perform calculations needed for the financial planning of a successful business
- Define aspects of opportunity analysis and market research
- Describe the long-term benefits of creating brand identity

THE BUSINESS PLAN: DOCUMENTING THE DETAILS

- Draft detailed components of a business plan
- Differentiate between marketing and selling
- Outline an effective sales call or marketing piece
- Discuss how to handle customer complaints effectively and achieve customer satisfaction

OPERATIONS AND FINANCIAL MANAGEMENT: ACCOUNTING FOR SUCCESS

- Draft operations and financial management components of a business plan
- Examine best practices and strategies for running and growing a successful business
- Perform calculations needed for the financial planning of a successful business
- Distinguish between variable and fixed costs when starting up and operating a business
- Explain how the balance sheet, income statement, and cash flow statement are used to make business decisions

THE BUSINESS PLAN: FINANCIAL PROJECTIONS

- Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace
- Draft financial projections components of a business plan
- Describe ways to manage and forecast cash flow effectively
- Explain how the balance sheet, income statement, and cash flow statement are used to make business decisions

FOCUSING ON FINANCIAL STRATEGIES

- Draft financial strategies components of a business plan
- Perform calculations needed for the financial planning of a successful business
- Explain how using calculations such as simple interest, compound interest, and return on investment can help in making wise choices about financing sources
- Identify funding sources from start-up costs to long-term financing for the business
- Compare and contrast sources of business financing

THE BUSINESS PLAN: MEASUREMENT AND REVIEW

- Draft measurement components of a business plan
- Describe intellectual property and the federal/state laws that protect these assets
- Examine best practices and strategies for running and growing a successful business

WHAT YOU NEED TO KNOW TO GO AND GROW

- Draft growth components of a business plan
- Explain the significance of business operations
- Discuss ways to use technology such as a website to benefit business operations
- Determine appropriate software, hardware, and networking solutions

LEADERSHIP: SOCIAL RESPONSIBILITY AND BUSINESS ETHICS

- Draft leadership components of a business plan
- Examine best practices and strategies for running and growing a successful business
- Explain what makes an effective and ethical leader and why

BRANDING, FRANCHISING, AND HARVESTING

- Describe the long-term benefits of creating brand identity
- Explore opportunities for business growth
- Describe benefits of licensing and franchising
- Describe methods of valuing and harvesting a business

READY FOR TOMORROW? ENTREPRENEURS, START YOUR ENGINES!

- Draft these components of a business plan
- Identify the costs and benefits of becoming an entrepreneur

Note: In order to qualify for an externship, students must successfully complete the program, including all quizzes and final exams, and be available for a background check and/or a potential drug screen. This program can be completed in 6 months. However, students will have online access to this program for a 12-month period.

Education and Certifications

- Entrepreneurship Program candidates should have or be pursuing a high school diploma or GED.
- **National Certification Available:**
Students who complete this comprehensive course would be prepared to sit for the **Microsoft Office Specialist (MOS) Certification Exam.**

MICROSOFT OFFICE Module

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

Note: Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

System Requirements:

Windows Users:

- Windows 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

Mac OS User:

- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

iPad Users:

- iPad – iOS 5.1 (or latest)

Screen Resolution:

- We recommend setting your screen resolution to 1024 x 768 pixels.

Browser Requirements:

- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

Suggested Plug-ins:

- Flash Player
- Real Player
- Adobe Reader
- Java