

Entrepreneurship & Small Business Certification

Course Description

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.

Prerequisites

Course Materials

Required

- Microsoft Office or Google Docs (See the Minimum Technical Skills and Special Technology Utilized by Students)
- Reliable Internet Access
- Laptop or Desktop (Tablets need Puffin app for internet browsing)
- Adobe Acrobat Reader

Recommended

Course Goals

Upon completion of the course, students will...

- Identify the characteristics of entrepreneurs
- Recognize a business opportunity
- Identify the risks, benefits, opportunities, and drawbacks of being an entrepreneur
- Analyze the demand for the goods or service
- Analyze opportunities in an environment and market
- Identify the customers or potential customers for a business
- Identify the purposes and value of a business plan
- Identify the appropriate legal structure, benefits, and drawbacks for different legal structures for a business
- Identify the ethical practices of a business
- Identify the social responsibilities of a business
- Identify potential exit strategies for a business
- Identify the taxes that are required to be paid by a business
- Identify intellectual property issues of trademarks, copyrights, and patents
- Identify the factors that lead to sustainability
- Identify milestones as part of a growth strategy
- Develop a sales strategy and identify the characteristics of a successful sale
- Identify and analyze the costs/benefits of finding customers

- Given a list of expenses, identify which are fixed versus variable
- Identify the factors that impact the price to the customer
- Interpret basic financial statements such as income statements and balance sheets
- Identify the factors that influence credit ratings and the importance of a positive credit rating
- Identify and analyze cash flow including accounts receivable and inventory
- Create a cash flow budget
- Identify the breakeven point for the business

Units of Instruction

- Unit 1. The Entrepreneur
- Unit 2. Opportunity Recognition
- Unit 3. Starting a Business, Part I
- Unit 4. Starting a Business, Part II
- Unit 5. Business Operations, Part I
- Unit 6. Business Operations, Part II
- Unit 7. Marketing and Sales
- Unit 8. Financial Management, Part I
- Unit 9. Financial Management, Part II

Assignments

The course includes the following assignments:

1. 20 Discussions
2. 9 Dropboxes
3. 20 Quizzes (Includes Unit Test and Final Exam)

Grading / Evaluation

Grading Scheme

Course grades will be determined as follows:

97% or better	A+	77% to 79%	C+
93% to 96%	A	73% to 76%	C
90% to 92%	A -	70% to 72%	C -
87% to 89%	B +	67% to 69%	D+
83% to 86%	B	63% to 66%	D
80% to 82%	B -	60% to 62%	D-
		59% or less	F

Assignment Descriptions and Weightings

The assignments for this course are weighted as follows:

Assignments	Percentage of Final Grade
Course Work (Discussions, Dropboxes and Quizzes)	80%
Final Exam	20%
Total	100%

Instructor Contact Response Time

Contact information for the Indiana Online Instructor can be found by clicking on the Course Home link in the navigation menu.

The instructor will respond to student inquiries (email, text, call) **within 24 hours**. Assignments will be graded within 24 hours and grades will be posted.

Information about Final Exam

The Final Exam must be proctored. Final Exams count for 30% of the total grade. Coursework and the Final Exam will determine the Final Grade.

Expectations for Academic Conduct

Student Handbook

It is your responsibility to read the [student handbook](#) and contact your instructor if you have any questions.

Acceptable Use & Netiquette Policy

The [Acceptable Use Policy](#) outlines the guidelines and behaviors that all users (administrators, teachers, students and parents) are expected to follow when participating in the Indiana Online program.

Academic Integrity

Honesty is the [Indiana Online policy](#)!

CIPA

The [Children's Internet Protection Act](#) (CIPA) is a federal law enacted by Congress to address concerns about access to offensive content over the Internet on school and library computers.

Assistance for Students with Disabilities

Indiana Online supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as inaccessible web content, or the use of non-captioned videos and podcasts, reasonable accommodations can be arranged.



Learn more about the [accessibility features](#) in Indiana Online's Learning Management System (LMS), Desire2Learn.

Suggested Assistive Technologies

- Screen Readers: [VoiceOver](#) and [NVDA](#)
- Chrome Extensions: [ChromeVox](#) and [Speakit!](#)

Minimum Technical Skills and Special Technology Utilized by Students

This course is totally online. All instructional content and interaction takes place over the internet. In addition to baseline word processing skills and sending/receiving email with attachments, students will be expected to search the internet and upload / download files. In addition, students may need one or more of these [technology plug-ins](#) to access course materials and content.

Students should have access to Microsoft Office or have an established Google account to work on course documents.

Technical Questions? Please contact the [Indiana Online Helpdesk](#).