








»» Course Overview

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.

»» Course Outline by Module

Module 1	Entrepreneurship and Business Ownership
Module 2	The Entrepreneur
Module 3	Opportunity Recognition
Module 4	Business Plans and Intellectual Property
Module 5	Marketing
Module 6	Sales
Module 7	Production and Distribution
Module 8	Financial Management

»» Course Elements

-  Video Instruction
-  Interactives
-  Reading
-  Projects
-  Reflections
-  Concept Checks
-  Quizzes and Exams



»» Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

»» Course Materials

None Required.