



LONDON CAPITAL COMPUTER COLLEGE

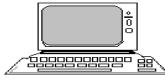
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in association with

MacMaine School of Computing(MSC)



Group of Colleges

Web: www.macmaine.com

(see our facebook page)

Business Enterprise & Entrepreneurship

How to be a Successful Entrepreneur

[5 day (Mon – Fri) or 12 week (2 evenings per week) programme]

Process, Theory and Practice

Course outline

1. Entrepreneurship evolutionary development and revolutionary impact

- 1.1 Evolution vs Revolution
- 1.2 Entrepreneurial challenges; separating myths from facts
- 1.3 Profiling entrepreneurial mind-set
- 1.4 Contemporary issues in the business environment
- 1.5 What entrepreneurship is all about?
- 1.6 Entrepreneur characteristics, capabilities and skills
- 1.7 Assessing regional economic developments
- 1.8 Entrepreneurial spirit as key elements of any business plan

2. Corporate Entrepreneurship

- 2.1 Intrapreneurship vs entrepreneurship
- 2.2 Unlocking entrepreneurial talent
- 2.3 Establishing corporate entrepreneurial thinking in organisations
- 2.4 Business legal forms
- 2.5 Selecting suitable type of business ownership
- 2.6 Empowerment and teamwork
- 2.7 Interpersonal communication skills
- 2.8 Customer service

3. Entrepreneurship social and ethical challenges

- 3.1 What is social enterprise?
- 3.2 What is business ethics?
- 3.3 What is social responsibility?

4. Innovation and creativity

- 4.1 Sources of innovative ideas
- 4.2 Business creativity
- 4.3 Challenges facing entrepreneurial businesses
- 4.4 Functions of business and economic choices
- 4.5 International business vs local business
- 4.6 Pathways and structures for entrepreneurial ventures
- 4.7 Importance of Information Technology (IT)
- 4.8 Internet and eBusiness

5. Entrepreneurship legal challenges

- 5.1 Business venture inception issues
- 5.2 Business development and transaction issues
- 5.3 Growth and continuity issues

- 5.4 Entrepreneurial options and solutions

6. Sources of Capital

- 6.1 Funding entrepreneurial start-up business
- 6.2 Why entrepreneurial business ventures fail even with capital (main reasons banks reject entrepreneur loans)?
- 6.3 Entrepreneurial venture pitfalls
- 6.4 Business venture critical factors

7. Marketing Concepts

- 7.1 What is a marketing plan?
- 7.2 What is marketing research and how to conduct research?.
- 7.3 How marketing creates utility
- 7.4 Market mix (4 Ps)
- 7.5 How to market your business

8. Financial Concepts

- 8.1 Expenses and transactions record keeping
- 8.2 Importance of basic accounting and financial knowledge
- 8.3 Accounting and financial statements
 - Bookkeeping Balance Sheet
 - double entry system Statement of Cash
 - Trial balance Flows
 - Income Statement Financial Budgets
- 8.4 Financial Ratios
- 8.5 Financial Plan

9. Business Plan (*Your Business Venture CV*)

- 9.1 What is a Business Plan?
- 9.2 Creating an effective Business Plan
- 9.3 Strategic Planning Processes
- 9.4 Management and Leadership
- 9.5 Human Resource Management
- 9.6 Production and Operations Management
- 9.7 Product and Distribution
- 9.8 Business Risks and Risk Management
- 9.9 Decision Making Processes and Techniques
- 9.10 Business Law concepts

10. Business Valuation

- 10.1 Importance of business valuation
- 10.2 Questions to ask when acquiring a business
- 10.3 Establishing a business's value
- 10.4 Harvest strategies
- 10.5 Succession strategies