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## LONDON CAPITAL COMPUTER COLLEGE

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*in association with*

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# MacMaine School of Computing(MSC)



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## Business Enterprise & Entrepreneurship

### *How to be a Successful Entrepreneur*

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

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*Process, Theory and Practice*

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## 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 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 International business vs local business
- 4.5 Pathways and structures for entrepreneurial ventures
- 4.6 Importance of Information Technology (IT)

### **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. Delegate Presentations**

- 10.1 Submit Business Idea
  - Business name title
  - Organisation type (proprietor, partnership or limited company)
  - Objectives/purpose (what is the business about; why this type of business)
  - Description (how and where business will operate; who are target customers)
- 10.2 Business Enterprise Initiative Presentation in front of 3 judges