

ENTREPRENEURIALISM

SYLLABUS

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Written & Delivered By:



PEREGRINE

GLOBAL SERVICES

ACADEMICS • LEADERSHIP • PUBLICATIONS

ENTREPRENEURIALISM

Overview

Contrary to traditional belief, entrepreneurialism is not just about making money, nor is it merely about starting up a venture or owning a small business. Rather, entrepreneurialism is a way of life applicable to all human economic activities. Living on a planet with finite resources, humanity is sustainable only if there is a constant pursuit of innovation and creativity, not just for personal gain but also for the common good.

The road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks, and dead ends. There are many sleepless nights, plans that do not work out, funding that does not come through, and customers that never materialize. It can be so challenging to launch a business that it may make you wonder why anyone willingly sets out on such a path.

Despite these hardships, every year, thousands of entrepreneurs embark on this journey of entrepreneurialism determined to bring their vision to fruition and fill a need they see in society. They open brick-and-mortar businesses, launch tech startups, or bring a new product or service into the marketplace.

The purpose of this module is to understand entrepreneurialism and enable the learner to take an idea to market in a purposeful and thoughtful manner.

Learners

This module is designed for a learner who desires to become an entrepreneur.

Module Authors

The author for this module is Peregrine Global Services, headquartered in Gillette, Wyoming. Materials from a variety of sources may have been utilized in the development of this module. Please refer to the reference section for additional information.

Professional Development Credits



Peregrine Global Services is recognized by the Society of Human Resource Management (SHRM) to offer Professional Development Credits for SHRM-CP® or SHRM-SCP®.

Learner Hours: 22-25 **SHRM PDC:** 20

This module may also be relevant for Continuing Education Units/Professional Development Credits with other organizations to help satisfy professional development requirements.

Learning Outcomes

The learning outcomes for the module are as follows. With the completion of this module, learners should be able to:

1. Understand the meaning of entrepreneurialism.
2. Know the skills of entrepreneurs.
3. Understand how to develop as an entrepreneur.
4. Create and launch a new business venture.
5. Grow and manage a business venture.
6. Financing a new business venture.
7. Create a sustainable enterprise.

Curriculum

<u>Section</u>	<u>Topics / Subtopics</u>
Section 1: Introduction to Entrepreneurialism	<ul style="list-style-type: none"> • Understanding Entrepreneurialism • Leader vs. Entrepreneur • Entrepreneurialism and Leadership (Video) • Skills of Entrepreneurs • Starting Your Own Business • Starting a Business (Video)

	<ul style="list-style-type: none"> • Seven Steps to Starting Your Own Business Quickly and Effectively (Article) • Eight Steps to Starting Your Own Business (Article) • Six Must-Know Tips for Starting Your Own Business (Article) • 50 Small Business Ideas for Anyone Who Wants to Run Their Own Business (Article) • The Complete 35-Step Guide for Entrepreneurs Starting a Business (Article) • Acquiring an Established Business • How to Buy a Business (Article) • How to Buy a Business Everything You Need to Know (Article) • How to Buy a Business: Seven Business Acquisition Tips You Need to Know (Article) • Transitioning from Start-up to Sustainable Enterprise • Why we Invest in Sustainable Start-ups (Article)
<p>Section 2: Entrepreneurship</p>	<ul style="list-style-type: none"> • Defining Entrepreneurship • Defining Entrepreneurship (Video) • The Eight P's of Entrepreneurship (Article) • What is Entrepreneurship? – Types & Importance (Article) • The Best Definition of Entrepreneurship I've Heard so Far (Article) • How to Become an Entrepreneur • The Importance and Role of an Entrepreneur (Article) • 60 Reasons Why Entrepreneurship is Amazing (Article) • Entrepreneurship Skills • Seven Most Important Leadership Qualities for Entrepreneurial Leaders (Article) • Entrepreneurship Development • Becoming an Entrepreneur (Video) • Entrepreneurship: Characteristics, Importance, Types, and Functions of Entrepreneurship (Article) • Entrepreneurship Concepts • Seven Signs That You Are Not Cut Out to be an Entrepreneur (Article) • Characteristics of Entrepreneurship • Three Skills Every Entrepreneur Needs (Article)

	<ul style="list-style-type: none"> • The 17 Skills Required to Succeed as an Entrepreneur (Article)
Section 3: Entrepreneurial Development	<ul style="list-style-type: none"> • Development of Entrepreneurship Development • Importance-of- Entrepreneurship (Article) • Entrepreneur Development (Video) • Distinction Between Entrepreneur and Manager • Top 20 Things New Entrepreneurs Must Do (Article) • The Entrepreneurial Mindset • Seven Things that Successful Entrepreneurs do Differently (Article) • Entrepreneurial Traits • Ten Entrepreneurs Share the Best Advice They've Heard About Starting a Business (Article)
Section 4: Creating and Launching a New Business Venture	<ul style="list-style-type: none"> • Economic Forces Shaping Entrepreneurship • The Eight Major Forces Shaping the Future of the Global Economy (Article) • Entrepreneurial Planning • An Entrepreneur's Checklist to Launching a New Product or Venture (Article) • 20 Mistakes to Avoid (Video) • Marketing for Entrepreneurs • Business Plans • The Importance of a Business Plan (Article) • 50 Reasons Why Some Businesses Fail While Others Succeed (Article) • Start-up Considerations
Section 5: Managing and Growing a New Business Venture	<ul style="list-style-type: none"> • Legal Forms of Organization • Choose Your Business Structure (Article) • The Complete Guide to Choosing Your Business Structure (Article) • Business Structures (Video) • Entrepreneur and Manager Functions • Simple Mills – A Lesson in Entrepreneurialism – An NPR Podcast Interview with Founder and CEO Katlin Smith • The Entrepreneur and the Manager - The Significant Difference (Article) • Entrepreneur vs. Manager (Video)

	<ul style="list-style-type: none"> • Competitive Advantage • Competitive Advantage: Definition, Examples and Global Impact (Article) • Competitive Advantage (Video) • Avoiding Failure • The Top Ten Reasons Startups Fail to Find Success (Article)
Section 6: Financing a New Business Venture	<ul style="list-style-type: none"> • Estimating Costs • Guide to Raising Money for Your Business (Article) • Raising Capital • Start-up Capital (Video) • Startup Investment Guide: Ten Steps to Assess Whether a Venture is Suitable for Investment (Article) • 12 Different Ways to Fund Your New Business (Article) • Debt and Equity Financing • Debt and Equity Financing (Video) • What Are the Key Differences Between Debt Financing and Equity Financing? (Article) • Debt Financing vs. Equity Financing (Article) • Funding Options • Business Angels or Venture Capital? (Article) • The Investment Plan • Preparing the Investment Plan (Video) • How to Write a Great Startup Executive Summary (Article)
Section 7: Special Issues for the Entrepreneur	<ul style="list-style-type: none"> • The Social Entrepreneur • The Social Entrepreneur (Video) • Seven Steps to Becoming a Successful Social Entrepreneur (Article) • Microfinancing • Top Ten Things to Know About Microfinance (Article) • Non-profit vs. For-profit Organizations • Non-profit vs. For-profit (Video) • Minimizing Environmental Impact • Nine Ways Your Small Business Can Help Save the Environment (Article) • Going Global

	<ul style="list-style-type: none"> • Factors to Consider for International Marketing (Article) • 20 Factors to Consider Before Going Global (Article) • Exit Strategies • The Exit Strategy (Video) • Eight Business Exit Strategies for You to Consider (Article)
Section 8: Summary and Assessment	<ul style="list-style-type: none"> • Summary • Assessment

Delivery

The module is delivered using Peregrine’s Learning Management System (LMS), known as CMAD. Course instruction is with asynchronous online learning activities.

References & Resources

Please refer to the Entrepreneurialism Annotated Bibliography.

Assessment

Throughout the module, there are in-progress quizzes and short exercises to ensure understanding of the instructional content. A completion certificate is issued when the learner obtains at least 80% on the final exam.

Hours and Articulation

Learner hours are shown in the following table. The hours are based on both the time within the module and time away from the module conducting application activities.

<u>Section</u>	<u>Hours</u>
Section 1: Introduction to Entrepreneurialism	2
Section 2: Entrepreneurship	3
Section 3: Entrepreneurial Development	4
Section 4: Creating and Launching a New Business Venture	4

Section 5: Managing and Growing a New Business Venture	4
Section 6: Financing a New Business Venture	4
Section 7: Special Issues for the Entrepreneur	3
Section 8: Summary and Assessment	1
Total Hours	25