

**Indianpreneurship****Learning Objectives - Session One**

- ❖ Receive an overview of the course curriculum and class expectations
- ❖ Understand what becoming an entrepreneur really means
- ❖ Develop an understanding of the relationship between personal choices, personal goals and business mission
- ❖ Understand the choices entrepreneurs face as they explore the business goals and skills they need to be effective
- ❖ Understand the importance of business planning, and learn the components of a typical business plan
- ❖ Develop the first draft of a business mission statement.
- ❖ Define personal goals for business ownership and select reasonable performance goals for a business

**Learning Objectives - Session Two**

- ❖ Understand the concept and purpose of developing a marketing plan
- ❖ Learn how to bring together your personal and company story in ways to meet the customers' needs
- ❖ Develop individual product or service descriptions
- ❖ Determine the features and benefits of individual products and services
- ❖ Learn to translate the product and service descriptions into a story that reflects the values of the customers and the values of the entrepreneur
- ❖ Use your marketing story to create your "elevator speech" and executive summary in your business plan

**Learning Objectives - Session Three**

- ❖ Develop an understanding and importance of market research
- ❖ Determine what industry your business venture lies
- ❖ Develop an understanding of your target market and market analysis
- ❖ Begin to develop sales forecasting tools based on your target market
- ❖ Develop customer profiles for the business
- ❖ Use customer profiles to develop some ideas for advertising and promotion strategies
- ❖ Learn who your competition is by developing and competitive matrix
- ❖ Develop a preliminary promotion budget
- ❖ Learn who your competition is by developing and

### **Learning Objectives - Session Four**

- ❖ Understand the two types of basic research techniques: primary and secondary
- ❖ Understand the scope and uses of the many resources available for research
- ❖ Understand the importance of publications specific to your industry
- ❖ Analysis of assumptions made Session Three with data found after researching

### **Learning Objectives - Session Five**

- ❖ Understand the components of a Marketing Plan as part of the preparation of a business plan
- ❖ Using our experience from the last class in Market Research we will review your industry, target market, customer profiles and competition
- ❖ Develop a pricing strategy to establish a baseline to be tested later by financial analysis
- ❖ Understand how the distribution system, branding/identity development, and promotional strategies fit into the overall marketing plan

### **Learning Objectives - Session Six**

- ❖ Understand factors which need to be considered depending on type of business and marketing plan
- ❖ Understand legal issues related to location
- ❖ Know the basic business registration requirements and the benefits of being “street legal”
- ❖ Select a form of business organization appropriate to your market and your current and future organization needs
- ❖ Identify legal issues that must be researched and resolved before starting a business

### **Learning Objectives - Session Seven**

- ❖ Understand the importance and reasons for keeping good records.
- ❖ Understand the relationship between records and the accounting system you will need
- ❖ Create the plan for a business records system appropriate To your businesses financial and operations requirements.

- ❖ Gain an understanding of the role of record keeping and How it can help you monitor your business
- ❖ Understand the principles of basic accounting systems
- ❖ Understand the purpose and content of two basic financial statements □the balance sheet and the income statement
- ❖ Understand the uses of information in a start-up budget

### **Learning Objectives - Session Eight**

- ❖ Understand the basics and purposes of a Cash Flow Budget
- ❖ Prepare necessary worksheets — cash budget, sales forecasts, variable expenses, fixed expenses, loan principal and interest payments
- ❖ Understand the factors that influence cash—credit policies, expenditure planning, borrowing, and more
- ❖ Be able to estimate total cash needs for periods of greatest need for operating cash during the year
- ❖ Be able to development strategies for increasing cash

### **Learning Objectives - Session Nine**

- ❖ Learn about break-even point and apply it to your business
- ❖ Understand the relationships between the cash flow budget and the balance sheet and income statement
- ❖ Work on the cash flow budget and continue research to complete your financial plan

### **Learning Objectives - Session Ten**

- ❖ Prepare a personal financial statement
- ❖ Understand the importance of personal credit history
- ❖ Determine if steps are needed for credit repair or additional financial literacy training
- ❖ Understand the options for financing a business
- ❖ Understand the seven C's of small business finance
- ❖ Understand the importance of relationship building with people who may finance your business

### **Learning Objectives - Session Eleven**

- ❖ Examine the choices the small business owner has in Setting goals for growth and development of the business
- ❖ Understand key operation and management roles
- ❖ Develop an organization chart and job descriptions for each position on the chart Discuss and describe factors affecting the feasibility of your business concept/idea

- ❖ Develop and write your executive summary to include in your final business plan
- ❖ Understand the importance of developing key policies and procedures for your new business
- ❖ Consider the skills necessary to become an effective owner, manager and leader

**Session Twelve**

- ❖ Pot Luck and Graduation!