

CE Entrepreneurship Programme Outline/Tutor plan

- General introductions
 - Tutor
 - Class - who are you, what do you want form this module

Overview of the course

Module aims and objectives [Slide 1 of ce_intro.ppt]

Objective of the module

To give you a basic understanding and an awareness of some tools and techniques to enable you to establish yourselves as a trading entity.

Specific objectives

At the end of this module the plan is that you will be able to:

- Understand the terminology of the different trading entities
- Understand the skills and competencies of the self employed manager
- Produce a cash flow forecast, profit and loss statement and balance sheet for a business idea
- Understand the inter-relationships between specific duties and the need to adopt a holistic management approach.
- Be able to research and produce a business plan.

Module contents and assessment [Slide 2]

- Record keeping and assessment
 - Please keep a log book/file for the module - there will be activities relating to your business as well as some 'theory'.
 - There will be an assessment at the end of the module - more about that later.
 - I hope to be able to take you through the process of starting and growing your business to increase your chances of success - there can be no promises here and no guarantees.
 - We have a resource about you, this team. We should work together to help each other as much as we are here to gain personally. Unless you plan to directly compete against each other in any way, be helpful - there are always lessons to be learnt.
- Some basics about you

I am assuming everybody here has some kind of aspirations towards entrepreneurship.

Recommended reading

This module uses, as its core text, "Running Your Own Show", ISBN

Module sections

Introduction to the small business

Marketing

- What is the business environment?
- Identifying and reaching your customers
- Your product and/or service

Money matters

- Financial survival
- Financial reporting and documentation
- Investment decision making

Legal issues and managing people

Production and Quality

Pulling the threads together

Resources

Module aims and objectives handout [aims.pdf]

Module contents slide [contents.pdf]

Presentation [ce_intro.ppt]

This outline [progout.pdf]