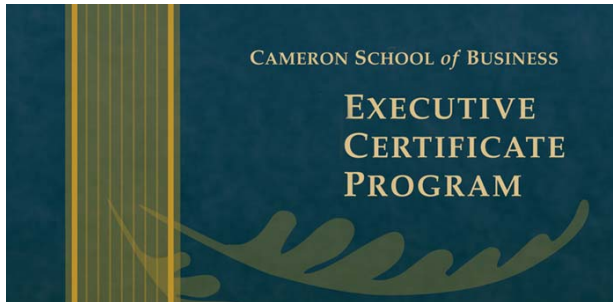


Entrepreneurship and Innovation - Module Overview

This module will provide individuals with very practical business tools for starting a new business and for use within an existing business. Emphasis will be placed on the key aspects of entrepreneurship, including the attributes of entrepreneurs, identifying, evaluating and exploiting opportunities, writing business plans, financing the venture, and building a successful team. This module also incorporates innovation from the perspective of what it entails, how employees and organizations can benefit from being innovative, and the importance of having a process to capture innovation, implement it and ultimately measure the ongoing value its success over time.

Entrepreneurship and Innovation - Learning Objectives

- To gain insight into the field of entrepreneurship by understanding the characteristics and mindset of entrepreneurs and to develop an ability to identify and evaluate opportunities within the marketplace, both for new venture creation and within existing companies.
- To develop the tools necessary to act on the opportunity by writing a business plan, building the team, identifying startup costs and financial projections, creating an innovative marketing and sales plan, and ultimately being able to lead the process of turning the opportunity into reality.
- To learn a number of successful strategies and common mistakes from current and accomplished entrepreneurs.
- To gain the highly sought after skill of thinking entrepreneurially in all manner of business life.
- Evaluating new innovative ideas or customer requests for new products and/or services
- Looking at introducing existing products and/or services into new geographic marketplaces or aimed at new target markets
- Creating new processes and ways of doing business that increase efficiency, productivity, customer service, margins, and market share
- Improvements of existing products and/or services and process improvements



Entrepreneurship and Innovation - Module Topics

- Innovation and Identifying Business Opportunities
- Evaluating Business Opportunities
- The Business Plan (Strategic Plan)
- Creating and Refining a Business Model
- Innovative Teams and Culture
- Entrepreneurial Finance and Projections
- Understanding Capital Requirements and Sources of Funding
- Due Diligence
- Managing Growth and Innovation
- Exit Strategies