

Entrepreneurship

Taught by Instructor from UCLA Extension • 11 sessions for total of 22 hours

Course Description

This hands-on entrepreneurship program focuses on all facets of business plan development, including assessing the competitive entrepreneurial environment, developing venture concept and growth strategies, creating marketing approaches, building a cohesive management team, launching operations and developing financial projections. During the program, participants will work as a team to create a business. On the final day of the program, each team will present their business plan.

Course Objectives

By the end of this course, you will:

1. Have foundational knowledge of the different facets of starting a business including creative, business, and legal aspects
2. Have developed your own business plan featuring your own business idea

Course Prerequisites

You should have an entrepreneurial spirit and interest for this course.

Schedule

- Day 1: Startup Analysis: Recent startup businesses are discussed and students are encouraged to think about a business they would like to start.
- Day 2: Business Proposal: The information that is required in the writing of a proposal for student's new business is discussed.
- Day 3: Business Ethics: The ethical and legal aspects of the new business are discussed, as well as the regulatory environment.
- Day 4: In the Field: trip to Los Angeles startup company.
- Day 5: Strategy: Competitive advantage strategies are discussed with an emphasis on developing such advantages for the new business chosen.

- Day 6: The Plan: The business plan for the chosen startup company is further developed and possible funding sources are discussed.
- Day 7: Marketing: Marketing strategies for the new business are discussed, including product promotion.
- Day 8: Financials: Pricing systems and distribution channels are discussed and applied to the new business proposal.
- Day 9: HR: Human resources are discussed applied to the new business proposal. The operational processes of the new business are discussed and analyzed.
- Day 10: The financial viability for the new business is discussed at length, as well as the risks involved and the need for insurance.
- Day 11: Finalizing of the new business plan using all the information compiled through the course.

Although there are no graded assignments in this course, students are expected to participate positively in all sessions.