

Planning the Entrepreneurial Venture™

THE WORLD OF ENTREPRENEURSHIP AVAILABLE
TO COLLEGE AND UNIVERSITY STUDENTS

KAUFFMAN | **FASTTRAC**®
Startup your idea.

There has never been a better time to consider business ownership.

In an ever-changing world with merging economies, the marketplace has become truly global. Savvy entrepreneurs see new opportunities and are preparing to capitalize on changing demands. Planning the Entrepreneurial Venture will prepare your students to be active in the marketplace at the right time. They will evaluate entrepreneurship and investigate business feasibility and concept development. As the instructor, you'll be equipped with an online instructor guide, graded and non-graded rubrics, PowerPoint presentations, and more. In addition to the course book, students will have access to an online tool kit, complete with a business plan template and comprehensive financial spreadsheet.

Course Overview

This immersive course is designed to provide community college, college, and university students with the foundational knowledge needed to successfully launch a business. Students are provided online access to a variety of activities, concepts, examples, and audio and video clips featuring successful entrepreneurs. Classroom sessions are designed to allow the instructor to reinforce the course content and provide additional information in facilitated lectures, presentations, and discussions.

Kauffman FastTrac encourages instructors to invite guest speakers, including local entrepreneurs, to share lessons they have learned in starting and operating a business. Finally, to help students better understand the various business startup components, a case study of a fictitious company is threaded through the course content.

Planning the Entrepreneurial Venture will help students:

- Assess their abilities as entrepreneurs.
- Evaluate the viability of a business idea.
- Create a business concept and plan.
- Define strategies for establishing and marketing a business.
- Analyze pricing for a product or service.
- Understand capital needs and financial statements.

// In my FastTrac course, I learned the ins and outs of and developed a solid plan for how to push forward with launching my company. This is probably the best class I have ever taken! //

— Jason W. FastTrac graduate

This blended learning course is a dynamic, interactive experience that combines the success of face-to-face instruction with the ease and flexibility of internet-based learning. The varied learning opportunities provided during the semester-long course will lead students through the steps to entrepreneurship.

Concept Analysis

Exploring

1 Entrepreneurship

- Do I have entrepreneurial traits?
- What is my personal vision?
- What is the business planning process?

2 Developing a Business Idea

- How do I identify market needs and trends and generate business ideas?
- Do my ideas match my personal vision?

Defining the

3 Business Concept

- What am I selling?
- Who are my customers?
- How do I reach my market?

4 Testing Feasibility

- Is my business idea feasible?
- What strengths and weaknesses does my idea have?

Business Planning

5 Management and Organization

- What legal structure should I adopt?
- What does my management team look like?
- How do I recruit and retain a team?

6 Product and Service

- What is my product/service?
- How do I protect my intellectual property?
- What government regulations affect the business?

Market Planning:

7 Industry/Competition

- What does my industry look like?
- Who are my competitors?
- How can I gain an advantage over them?

8 Market Planning: Target Market

- Who am I selling to?
- What motivates them to buy?
- How large is my market?

9 Penetrating the Market

- What do I want my business' image to be?
- How do I effectively market my business?

10 Pricing

- How do I determine the right price for my products/services?
- What is the break-even point for my business?

11 Start-Up Costs and Sales

- What will it cost me to start my business?
- How do I project sales?

12 Inventory and Operating Expenses

- How do I develop financial projections for my business?
- How do I manage inventory?

13 Cash Outlays and Sources

- What additional expenditures will I incur in starting my business?
- How will I obtain funding to start?

14 Financial Statements

- What financial statements will help me manage my business?
- How will I exit my business?

15 Finalizing the Business Plan

- Does my business plan match my personal vision?
- What are my next steps in starting my business?

NOTE: This Module Summary is for illustrative purposes only and is subject to change based on course updates, content upgrades, and audience-specific customization.

Startup Your Idea.

During its history, FastTrac has helped more than 350,000 entrepreneurs assess business ideas, and start and grow their businesses.

