



Entrepreneurism

Contrary to traditional belief, entrepreneurship is not just about making money, nor is it merely about starting up a venture or owning a small business. Rather, entrepreneurship is a way of life, applicable to all human economic activities. Living on a planet with finite resources, humanity is sustainable only if there is constant pursuit of innovation and creativity, not just for personal gain, but also for the common good.

The road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks, and dead ends. There are lots of sleepless nights, plans that do not work out, funding that does not come through, and customers that never materialize. It can be so challenging to launch a business that it may make you wonder why anyone willingly sets out on such a path.

The purpose of this module is to understand entrepreneurship and enable the learner to take an idea to market in a purposeful and thoughtful manner.

Outcomes

1. Understand the meaning of entrepreneurship.
2. Know the skills of entrepreneurs.
3. Understand how to develop as an entrepreneur.
4. Create and launch a new business venture.
5. Grow and manage a business venture.
6. Financing a new business venture.
7. Creating a sustainable enterprise.

Recommended Learners

Higher Education

- Undergraduate Students
- Graduate Students

Business, Industry, Nonprofits, & Agencies

- Entrepreneurs
- Self-employed Individuals



An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

Higher Education

- ✓ A module within a career center for student career readiness development.
- ✓ A module within a career development seminar or course.

Business, Industry, Nonprofits, & Agencies

- ✓ Small business owners looking to expand their operations.
- ✓ Anyone planning to open their own business.

Pricing
Module is Approximately 22-25 Learner Hours

1-100 Learners per Year
 \$285 per Learner

101-500 Learners per Year
 \$270 per Learner

500+ Learners per Year
 \$255 per Learner