GoBiz Course outline and lessons

Course 1 – Startup

1. Being an Entrepreneurs
2. Finding Your Business Idea
3. Refining Your Idea
4. Understanding Your Market
5. Starting Your Business Plan

Course 2 – Marketing

1. Introduction to Marketing
2. Defining Your Product
3. Setting Your Business Location
4. Setting Your Product Price
5. Promoting Your Business

Course 3 – Management

1. Reaching Quality Targets
2. Reaching Productivity Targets
3. Managing Resources
4. Managing Staff
5. Developing Partnerships

Course 4 – Finance

1. Handling Money
2. Calculating Costs
3. Keeping Accounts
4. Calculating Startup Costs
5. Accessing Finance

Course 5 – Taking Action

1. Setting Your Vision
2. Business Success Checklist
3. Review Business Plan
4. Prepare Summary and Pitch
5. Action Planning – What Comes Next