

LONDON CAPITAL COMPUTER COLLEGE

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in association with

MacMaine School of Computing(MSC)

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Business Enterprise & Entrepreneurship

How to be a Successful Entrepreneur [5 day (Mon – Fri) or 12 weeks (2 evenings per week) programme]

Process, Theory and Practice

Course outline 1. Entrepreneurship evolutionary development and revolutionary impact		6.2	Why entrepreneurial business ventures fail even with capital (main reasons banks reject	
1.1	Evolution vs Revolution		entrepreneur loans)?	cject
1.1	Entrepreneurial challenges;	6.3	Entrepreneurial ventu	re nitfalls
1.2	separating myths from facts	6.4	Business venture critic	
1.3	Profiling entrepreneurial mind-set	0.4	Business venture entr	cui iuctois
1.3		7 Mar	keting Concepts	
1.4	Contemporary issues in the business environment	7.1	What is a marketing p	ılan?
1.5	What entrepreneurship is all about?	7.2	What is marketing res	
1.6	Entrepreneur characteristics,	7.2	how to conduct resear	
1.0	capabilities and skills	7.3	How marketing create	
1.7	Entrepreneurial spirit as key	7.4	Market mix (4 Ps)	s utility
1./	elements of any business plan	7.5	How to market your business	
	elements of any business plan	7.0	110 W to marner your o	donicos
2. Corporate Entrepreneurship		8. Financial Concepts		
2.	1Intrapreneurship vs entrepreneur	8.1	Expenses and transactions record	
	ship		keeping	
2.2	Unlocking entrepreneurial talent	8.2	Importance of basic accounting and	
2.3	Establishing corporate		financial knowledge	
	entrepreneurial thinking in	8.3	Accounting and finan	cial
	organisations		statements	
2.4	Business legal forms	•	Bookkeeping	Balance Sheet
2.5	Selecting suitable type of business		double entry system	Statement of Cash
	ownership	•	Trial balance	Flows
2.6	Empowerment and teamwork	•	Income Statement	Financial Budgets
2.7	Interpersonal communication skills	8.4	Financial Ratios	
2.8	Customer service	8.5	Financial Plan	
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3. Entrepreneurship social and ethical				
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