Entrepreneurship – Course Overview

Institution: Excellent Coaching

Level: Intermediate / Pre-University

Format: Practical + Case-Based Learning

# Course Description

This course empowers students to think like entrepreneurs. It covers the essential skills and strategies needed to develop, launch, and grow a successful business. Real-world examples and projects help bridge the gap between theory and practice.

# Topics Covered

* - What is Entrepreneurship?
* - Traits of Successful Entrepreneurs
* - Idea Generation & Business Models
* - Business Planning & Pitching
* - Marketing and Branding Basics
* - Operations and Team Building
* - Financial Planning and Budgeting
* - Legal Considerations for Startups
* - Failures and Pivoting

# Learning Outcomes

* - Create a business idea and plan
* - Understand risk-taking and innovation
* - Pitch business models confidently
* - Learn basics of running a startup

# Deliverables

* - Business Idea Worksheets
* - Mini Pitch Deck Templates
* - Interview with Local Entrepreneurs
* - Startup Case Studies