



CERTIFIED INTERNATIONAL PROFESSIONAL ENTREPRENEUR (CIPE)

Course	Entrepreneurship-GAFM
Instructor	Certified American Academy Instructor
Recognized by	CHEA, IBS, NOCA, ACSBC, DIKTI
Descriptions	Entrepreneurship is an essential human behavior that underpins societal progress. Individual economic activity dominates day-to-day behavior in all but a few western societies and cultures today. Most of the world's population depends on an entrepreneurial livelihood. Without an understanding of the role of the entrepreneur in economic formation and the conception of markets, a basic historical understanding of societal development is limited. Therefore, this course covers the many facets of entrepreneurship and its implications for careers, business, and society. It is designed to introduce the entrepreneurial mindset to students pursuing all University majors. This course qualifies as a General Education course in the Social Sciences subject area. The study of entrepreneurship draws from and contributes to theories rooted in sociology, psychology, anthropology, and economics. The entrepreneurial process is, as its very core, a social phenomenon. People identify opportunities and act on them to create value for others. Furthermore, the creation of new organizations (a common behavior of entrepreneurs) is the creation of social structure, bringing together people to achieve a common goal. This course is designed to introduce participants to the concept of entrepreneurship. Participants will acquire the knowledge of the nature and scope of entrepreneurship, and understand the impact of entrepreneurship on market economies. Participants will examine and develop the personal traits and behaviors fundamental to becoming a successful entrepreneur, and will be exposed to the first
American Academy®	steps of the entrepreneurial process including the

1670 - F East Cheyenne Mtn. Blvd.; Box # 293
 Colorado Springs CO 80906 - Indianola Chapter Office: 62 25 1 8310 91 0 USA 50 4 -
 49 5 - 1 748 Fax: 41 9 - 82 8 - 4 923 -
 CONTACT LEGAL * info@certifiedprojectmanager.us

	development of business plans. In addition, students will develop an understanding of economic concepts and the marketing functions. The formation of new ventures is taught in this class as an evidence-based methodology to problem identification, analysis, and decision-making. Accordingly, the assignments are designed to develop and assess critical thinking skills. The GAFM[®] certification process, administered by IBS Board, identifies to the public that those individuals who have been authorized to use the GAFM[®] certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.
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Durations	3 Days
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Objectives	The successful completion of the course provides the participants with the skills and abilities to: 1. Acquire a foundational understanding of entrepreneurship to understand its nature and scope. 2. Develop personal traits/behaviors to foster successful entrepreneurial performance. 3. Acquire knowledge of business ownership to establish and continue business operations. 4. Demonstrate a customer-service mindset. 5. Reinforce service orientation through communication. 6. Identify the impact of small business/entrepreneurship on market economies. 7. Analyze cost/profit relationships to guide business decision making. 8. Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures. 9. Understand marketing's role and function in entrepreneurial undertakings. 10. Acquire a foundational knowledge of promotion to understand its nature and scope.
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Target Audience	• Business Professional • Academics • Potential Entrepreneur
Course Contents and Descriptions ➤ General concept of entrepreneurship Definition ➤ Who is an entrepreneur ➤ Factors affecting entrepreneurship development ➤ Employment ➤ Small business/enterprise ➤ Business Environment ➤ Market Survey, Demand, and Risk Taking ➤ Target Market and Promotional Strategies Unit ➤ Social Entrepreneurship ➤ Customer Service ➤ Expenses and Sources of Capital Unit ➤ Pricing, Productivity, Comparative Advantage, and Break Even Analysis ➤ Business development services ➤ Legal forms of business ownership ➤ Taxation and Legal issues ➤ Decision making and problem solving ➤ Communication ➤ Creativity and business opportunity identification ➤ Source of financing ➤ Record keeping and Cash Flow ➤ Business Project	
Case Studies	Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.