

Entrepreneurship and Small Business



Experts

1. LearnKey Signature Courseware

LearnKey Signature Courseware

Entrepreneurship and Small Business (ESB)

Product Id (063119)

🕒 4h 40m 24s | 📁 Personal Productivity | 📁 6 module(s) | 📶 All

✔ Has resources

LearnKey's Entrepreneurship and Small Business course is designed to prepare a student to sit for the Entrepreneurship and Small Business certification exam. The course provides scenarios and example questions to apply knowledge of fundamental entrepreneurship and small business management concepts. Topics covered include: defining an entrepreneur, recognizing an opportunity, starting and operating a business, how to market a business, managing sales, and basic financial management. The course is designed for a student who has taken a small business management class, but will prepare any student for the ESB exam.

A Certificate of Completion can be earned by scoring 80% or better on all Post-Assessments. A Badge can be earned by scoring 90% or better on all Post-Assessments.

Course content

Expand all

Collapse all

The Entrepreneur

🕒 0 s

Open

📄 Session 1 Pre-Assessment

📄 Student Workbook

📄 Characteristics of the Entrepreneur

🕒 175

📄 Self-Assessments

🕒 197

Business Opportunities

133

Risks/Benefits of Being an Entrepreneur

170

Session 1 Labs

Session 1 Post-Assessment

Opportunity Recognition

0 s

[Open](#)

Session 2 Pre-Assessment

Types of Opportunities

162

Demand

249

Customers

208

Value Proposition

168

Session 2 Labs

Session 2 Post-Assessment

Starting a Business

0 s

[Open](#)

Session 3 Pre-Assessment

Business Plan

175

Legal Structures

156

Getting Started

254

Licenses and Regulations

125

Start-Up Funding

216

Support

115

Ethics and Social Responsibility

164

Exit Strategies

197

Session 3 Labs

Session 3 Post-Assessment

Business Operations

🕒 0 s [Open](#)

📄 Session 4 Pre-Assessment

📁 Personnel

🕒 200

📁 Division of Labor

🕒 147

📁 Taxes

🕒 118

📁 Intellectual Property

🕒 182

📁 Standard Operating Procedures

🕒 134

📁 Supply Chain

🕒 190

📁 Sustainability

🕒 158

📁 Growth Milestones

🕒 145

📄 Session 4 Labs

📄 Session 4 Post-Assessment

Marketing and Sales

🕒 0 s [Open](#)

📄 Session 5 Pre-Assessment

📁 Successful Sales

🕒 255

📁 Finding Customers

🕒 171

📁 Retaining Customers

🕒 233

📁 Communication

🕒 256

📄 Session 5 Labs

📄 Session 5 Post-Assessment









Financial Management

🕒 0 s [Open](#)

📄 Session 6 Pre-Assessment

📁 Financial Statements

🕒 302

 Credit Ratings	🕒 203
 Expenses	🕒 134
 Pricing	🕒 168
 Analyze Cash Flow	🕒 255
 Cash Flow Budget	🕒 233
 Break-Even	🕒 308
 Session 6 Labs	
 Session 6 Post-Assessment	

Our Why

It's all about the "Why". At LearnKey that is Improving Employability Every Day. How we do that is through in-demand workforce solutions including career certification programs & learning solutions for every type of enterprise.

Quick Links

[Blog](#)

[About LearnKey.](#)

[Student Resources](#)

[Certification & Support Programs](#)

[Workforce Solutions](#)

[Brighton College](#)

Contact Us

 Contact Information

35 N Main St.
St. George
Utah 84770
USA

 Email

clientservices@learnkey.com