



EDUCATIONAL COACHING CENTER

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## Entrepreneurship and Small Business Management Diploma Course

### Course Description

The Entrepreneurship and Small Business Management Diploma program is designed to equip aspiring entrepreneurs and small business managers with the knowledge and skills needed to successfully establish, operate, and grow their own ventures. This program integrates key concepts from business, marketing, human resources, leadership, and accounting, providing students with a well-rounded understanding of entrepreneurship and small business management. Through hands-on projects and real-world case studies, students will learn to identify opportunities, launch new ventures, manage small businesses, and make strategic decisions to ensure long-term success.

### Career Opportunities

Graduates of the Entrepreneurship and Small Business Management Diploma program will possess a diverse skill set suitable for starting and managing their own ventures or contributing to small business success. Potential career paths include entrepreneurship, small business management, business consulting, startup advising, and more. The comprehensive curriculum equips graduates to navigate the challenges of entrepreneurship, make informed business decisions, and create sustainable and successful ventures.

### Unit 1: Business and the Business Environment

Gain insights into the complex interactions between business operations and the external environment. Analyze economic, social, political, and technological factors influencing business decisions.

**Learning Outcomes:** Students will assess the impact of external factors on businesses, evaluate business environment trends, and demonstrate understanding of ethical considerations in business.

### Unit 2: Marketing Processes and Planning

Explore marketing fundamentals, including market research, consumer behavior analysis, and marketing strategy development. Develop the ability to integrate marketing insights into financial decisions.

**Learning Outcomes:** Upon completion, students will demonstrate proficiency in analyzing marketing strategies, evaluating their financial impact, and making informed decisions.

### Unit 3: Human Resource Management

Examine human resource management principles within organizations. Learn about recruitment, training, employee development, and employee relations.

**Learning Outcomes:** Students will acquire skills in HR management, employee engagement, conflict resolution, and leadership within diverse teams.

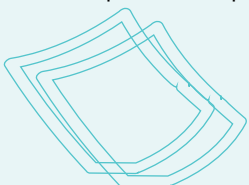
### Unit 4: Leadership and Management

Understand effective leadership and management dynamics. Develop skills in decision-making, communication, and team management to lead organizations successfully.

**Learning Outcomes:** After this unit, students will demonstrate proficiency in leading teams, applying management techniques, and fostering innovation.

### Unit 5: Accounting Principles

Learn fundamental accounting concepts, financial statements analysis, and budgeting techniques. Acquire the ability to interpret financial data for informed decision-making.





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**Learning Outcomes:** Students will develop skills in interpreting financial statements, analyzing budgets, and using accounting data to drive strategic decisions.

### **Unit 6: Managing a Successful Business Project (Pearson Set)**

Engage in a practical business project, applying concepts from various units to solve real-world challenges. Develop project management and problem-solving skills.

**Learning Outcomes:** This unit will enable students to demonstrate project management skills, apply theoretical knowledge, and present a comprehensive business project.

### **Unit 10: Recording Financial Transactions**

Develop practical skills in recording financial transactions accurately. Understand bookkeeping techniques and the importance of maintaining clear financial records.

**Learning Outcomes:** Upon completion, students will be proficient in recording financial transactions, maintaining accurate financial records, and applying basic bookkeeping principles.

### **Unit 13: Human Capital Management**

Dive deeper into human resource management, focusing on talent acquisition, development, and retention strategies.

**Learning Outcomes:** Upon completion, students will be proficient in designing human capital strategies, implementing talent management programs, and fostering employee growth.

### **Unit 19: Research Project (Pearson Set)**

Engage in a research project to develop critical research and analytical skills. Apply research methodologies to explore a financial or accounting-related topic.

**Learning Outcomes:** After this unit, students will be able to plan and conduct research projects, analyze data, and present research findings effectively.

### **Unit 20: Organizational Behavior**

Study the behavior of individuals and groups within organizations. Explore topics such as motivation, communication, teamwork, and organizational culture.

**Learning Outcomes:** Students will develop an understanding of human behavior in organizations, apply motivation techniques, and foster effective communication.

### **Unit 27: Identifying Entrepreneurial Opportunities**

Learn to recognize and assess entrepreneurial opportunities in the market. Understand the process of identifying and evaluating business ideas.

**Learning Outcomes:** After this unit, students will be able to identify viable business opportunities, assess market potential, and conduct feasibility studies.

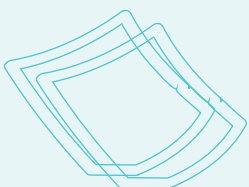
### **Unit 28: Launching a New Venture**

Study the process of launching a new business venture, including business planning, funding, and legal considerations.

**Learning Outcomes:** Students will develop skills in business plan development, securing funding, and complying with legal requirements for new ventures.

### **Unit 29: Managing and Running a Small Business**

Gain insights into the challenges and strategies for managing and operating small businesses. Learn about entrepreneurship, business planning, and effective management.





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**Learning Outcomes:** Upon completion, students will be equipped to develop business plans, navigate small business challenges, and identify growth opportunities.

### **Unit 43: Business Strategy**

Develop strategic thinking skills and explore frameworks for formulating effective business strategies.

**Learning Outcomes:** Students will be able to analyze competitive landscapes, devise business strategies, and implement strategic initiatives.

### **Unit 57: Business Intelligence**

Learn about business intelligence concepts, data analysis, and leveraging data for informed decision-making.

**Learning Outcomes:** Upon completion, students will be proficient in using business intelligence tools, analyzing data, and making data-driven decisions.

