

# uCertify

## Course Outline

### Entrepreneurship



14 May 2025

1. Exercises, Quizzes, Flashcards & Glossary

Number of Questions

2. Expert Instructor-Led Training

3. ADA Compliant & JAWS Compatible Platform

4. State of the Art Educator Tools

5. Award Winning Learning Platform (LMS)

6. Chapter & Lessons

Syllabus

Chapter 1: Preface

Chapter 2: The Entrepreneurial Perspective

Chapter 3: The Entrepreneurial Journey and Pathways

Chapter 4: The Ethical and Social Responsibilities of Entrepreneurs

Chapter 5: Creativity, Innovation, and Invention

Chapter 6: Identifying Entrepreneurial Opportunity

Chapter 7: Problem Solving and Need Recognition Techniques

Chapter 8: Telling Your Entrepreneurial Story and Pitching the Idea

Chapter 9: Entrepreneurial Marketing and Sales

Chapter 10: Entrepreneurial Finance and Accounting

Chapter 11: Launch for Growth to Success

Chapter 12: Business Model and Plan

Chapter 13: Building Networks and Foundations

Chapter 14: Business Structure Options: Legal, Tax, and Risk Issues

Chapter 15: Fundamentals of Resource Planning

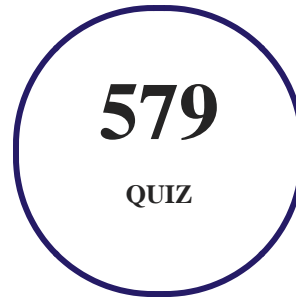
Chapter 16: Next Steps

Chapter 17: Appendix A: Suggested Resources

Videos and How To

1.  Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



## 2. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 3. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 4. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 5. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**
  1. Best Overall Education Solution
  2. Best Student Assessment Solution
  3. Best Corporate/Workforce Learning Solution
  4. Best Higher Education LMS or Learning Platform
  
- **2018**
  1. Best Higher Education LMS or Learning Platform
  2. Best Instructional Solution in Other Curriculum Areas
  3. Best Learning Relationship Management Solution
  
- **2019**
  1. Best Virtual Learning Solution
  2. Best Content Authoring Development or Curation Solution
  3. Best Higher Education Learning Management Solution (LMS)
  
- **2020**
  1. Best College and Career Readiness Solution
  2. Best Cross-Curricular Solution
  3. Best Virtual Learning Solution

## 6. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

## Syllabus

## Chapter 1: Preface

- About OpenStax
- About OpenStax resources
- About Entrepreneurship

## Chapter 2: The Entrepreneurial Perspective

- Introduction
- Entrepreneurship Today
- Entrepreneurial Vision and Goals
- The Entrepreneurial Mindset
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 3: The Entrepreneurial Journey and Pathways

- Introduction
- Overview of the Entrepreneurial Journey
- The Process of Becoming an Entrepreneur

- Entrepreneurial Pathways
- Frameworks to Inform Your Entrepreneurial Path
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

#### Chapter 4: The Ethical and Social Responsibilities of Entrepreneurs

- Introduction
- Ethical and Legal Issues in Entrepreneurship
- Corporate Social Responsibility and Social Entrepreneurship
- Developing a Workplace Culture of Ethical Excellence and Accountability
- Summary
- Discussion Questions
- Case Questions

#### Chapter 5: Creativity, Innovation, and Invention

- Introduction
- Tools for Creativity and Innovation

- Creativity, Innovation, and Invention: How They Differ
- Developing Ideas, Innovations, and Inventions
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 6: Identifying Entrepreneurial Opportunity

- Introduction
- Entrepreneurial Opportunity
- Researching Potential Business Opportunities
- Competitive Analysis
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 7: Problem Solving and Need Recognition Techniques

- Introduction



- Problem Solving to Find Entrepreneurial Solutions
- Creative Problem-Solving Process
- Design Thinking
- Lean Processes
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 8: Telling Your Entrepreneurial Story and Pitching the Idea

- Introduction
- Clarifying Your Vision, Mission, and Goals
- Sharing Your Entrepreneurial Story
- Developing Pitches for Various Audiences and Goals
- Protecting Your Idea and Polishing the Pitch through Feedback
- Reality Check: Contests and Competitions
- Summary
- Discussion Questions

- Case Questions
- Suggested Resources

## Chapter 9: Entrepreneurial Marketing and Sales

- Introduction
- Entrepreneurial Marketing and the Marketing Mix
- Market Research, Market Opportunity Recognition, and Target Market
- Marketing Techniques and Tools for Entrepreneurs
- Entrepreneurial Branding
- Marketing Strategy and the Marketing Plan
- Sales and Customer Service
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 10: Entrepreneurial Finance and Accounting

- Introduction
- Overview of Entrepreneurial Finance and Accounting Strategies

- Special Funding Strategies
- Accounting Basics for Entrepreneurs
- Developing Startup Financial Statements and Projections
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 11: Launch for Growth to Success

- Introduction
- Launching the Imperfect Business: Lean Startup
- Why Early Failure Can Lead to Success Later
- The Challenging Truth about Business Ownership
- Managing, Following, and Adjusting the Initial Plan
- Growth: Signs, Pains, and Cautions
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 12: Business Model and Plan

- Introduction
- Avoiding the “Field of Dreams” Approach
- Designing the Business Model
- Conducting a Feasibility Analysis
- The Business Plan
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 13: Building Networks and Foundations

- Introduction
- Building and Connecting to Networks
- Building the Entrepreneurial Dream Team
- Designing a Startup Operational Plan
- Summary
- Discussion Questions

- Case Questions
- Suggested Resources

## Chapter 14: Business Structure Options: Legal, Tax, and Risk Issues

- Introduction
- Corporations
- Partnerships and Joint Ventures
- Limited Liability Companies
- Sole Proprietorships
- Additional Considerations: Capital Acquisition, Business Domicile, and Technology
- Mitigating and Managing Risks
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 15: Fundamentals of Resource Planning

- Introduction
- Types of Resources

- Using the PEST Framework to Assess Resource Needs
- Managing Resources over the Venture Life Cycle
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 16: Next Steps

- Introduction
- Launching Your Venture
- Making Difficult Business Decisions in Response to Challenges
- Seeking Help or Support
- Now What? Serving as a Mentor, Consultant, or Champion
- Reflections: Documenting the Journey
- Summary
- Discussion Questions
- Case Questions
- Suggested Resources

## Chapter 17: Appendix A: Suggested Resources

- Entrepreneurial and Small Business Support (General)
- Entrepreneurial and Small Business Support (Specific Groups)
- Vision Statement, Mission Statement, and Goal Setting
- Business Models and Business Plans
- Funding, Finances, and Accounting
- Legal Issues in Entrepreneurship
- Marketing
- Pitching
- Operational Resources
- Research Sources for Demographic and Marketing Data
- Tools for Creativity and Problem Solving
- Lean Startup and Pivoting
- Networking and Trade Organizations

You can't stay away! Get

