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Erasmus + project 2015-1-LV01-KA204-013388 “Developing EU through online innovation”

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“Developing EU through online innovation”

Programme “Entrepreneurship”

Content Overview

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DREAM IT, DO IT!

- 1) Introduction to entrepreneurship; basic concepts in entrepreneurship
 - What is entrepreneurship?
 - Definition of small businesses
 - Interest and vision, skills
 - Investment, measured risk, organization
- 2) Personality characteristics of good entrepreneurs
 - 10 personality traits that every entrepreneur should have
- 3) Individual assessment of interests, skills and personality traits; is entrepreneurship good fit for you?
 - Questions to think about while deciding upon venturing a business.
- 4) Developing innovative ideas; researching and screening the opportunities
 - Evaluating the advantages and disadvantages of opportunities
 - What is Feasibility study and why is it important?
- 5) Basic types of entrepreneurial businesses
 - Starting your own business
 - Starting a franchised business
 - Buying an existing business
- 6) Market research and analysis; market research tools
 - Why analyze the market?
 - How to collect your own market data.
- 7) Developing a business plan
 - What is a business plan? Why is it necessary?
 - Tips to write your business plan
 - What to include in a business plan
- 8) Funding sources for small business/entrepreneurial organizations
 - Best sources of business financing
- 9) Risk management
 - Definition of risk management
 - Risk management fundamentals



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10) Marketing strategy for small business

Tips for a successful marketing strategy

11) Supervision; assessing performance of your small business

Essentials of business performance evaluation

12) Sustainable entrepreneurship

How to ensure business success through sustainability

13) Social entrepreneurship

Defining social entrepreneurship

Be inspired to find new ways to tackle the world’s greatest challenges by examples of social entrepreneurship

14) Technology and entrepreneurship

The role of technology in entrepreneurship

Using technology to your advantage

15) Good examples of entrepreneurship