**WICC – Starting a Business (SAB)**

Student Outline

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| Module | Dates | Synopsis/Overview | Assignment or Exam |
| Business Proposal & Training | Sept 16-Sept 26  32 Hrs | Entrepreneurial profile and business type proposal | Assignment during scheduled date – your entrepreneurial profile and business type proposal |
| Computer Tools | Sept 30-Oct 10  32 Hrs | Researching online and processing its information | Scheduled exam with practical exercises utilizing the internet |
| Business Plan Outline | Oct 14-24  32 Hrs | Preparing a business plan outline | Biz plan sections: Table of contents, Executive summary (incl. mission statement) and Company, as well as product/service description |
| Marketing & Sales | Oct 28-Dec 5  102 Hrs | Biz plan section: Deterring market analyses, marketing and sales strategies | Biz plan section: Complete sales & marketing section |
| Planning Resources | Dec 9-Jan 14  60 Hrs | Biz plan section: Operations, Management & Organizational Structure | Biz plan section: Complete Operations, Management & Company structure |
| Financial Plan | Jan 15-Feb 4  60 Hrs | Biz plan section: Financials  Projected: Income statement, profit & loss, cash flow, balance sheet and break-even analyses | Biz plan section: Complete  the financials |

CERTIFICATE from the Ministére de L’Education (MELS) upon successful completion: A.S.P. (Attestation de spécialisation professionnelle)

COMPETENCIES

* Develop knowledge, skills and attitudes to start a business
* Learn the rights and responsibilities of entrepreneurs
* Develop the ability to obtain the information necessary to operate a business

CAREER CHOICES

* Entrepreneur
* Innovator

Monday – Thursday evenings at 6pm-10pm

330 Hours

Start Date: September 16, 2013

End Date: February 4, 2014

Instructor-Entrepreneur: James D. Roumeliotis

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Profile: <http://about.me/jdroumeliotis>

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| **Starting a Business (AVS)** |
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| Have you ever asked yourself whether or not you should exercise your entrepreneurial skills?  This line of questioning may then lead you to ask: How should I market my ideas and knowledge? Will I be happier and make more money if I am my own boss?  Starting your own business would certainly be a challenge, but the results could also be quite rewarding!  This course offers you the opportunity to cover all of the basic principles of developing and then turning your ideas into a real business venture, from evaluating your entrepreneurial capabilities to writing a comprehensive business plan (product or service-based).  **Job opportunities** • Consulting Services • Production/Manufacture of original goods • Personalized approach of a service or a mass market product • Owner - Operator  **Possible specializations** • Expanding the fields of activity of the company • Merger with another or bigger company • Selling of the concept or existing assets  **Objectives of the program** Acquisition of knowledge, skills and attitudes needed to start a business and... • Develop a customer-oriented approach • Apply business management notions • Develop a business plan and negotiate the financing of a business  **Skills to be acquired** • Ability to analyse and be creative • Customer service in English and French • Sense of responsibility and leadership  **Admission requirements** • To have completed Secondary IV credits in language of instruction, second language and mathematics. • Be at least 18 years of age. |