

ESB- Entrepreneurship and Small Business V2

9 Week Course



Chapter / Topic / Activity	Session / Time to complete
Chapter 1: Chapter 1: Entrepreneurial and Small Business Concepts	
Chapter 1: Pre-assessment	Session 1 = 120 min
Topic 1.1: Concepts of Entrepreneurship Page	
Topic 1.1: Quiz	
Topic 1.2: Types of Business Page	
Topic 1.2: Quiz	
Topic 1.3: Legal Structures of a Business Page	Session 2 = 120 min
Topic 1.3: Quiz	
Topic 1.4: Roles and Responsibilities within a Business Page	
Case Study Practice Activity 1.1	
Topic 1.4: Quiz	
Topic 1.5: The Design Thinking Process Page	Session 3 = 90 min
Topic 1.5: Quiz	
Topic 1.6: How to Recognize a Business Opportunity Page	
Topic 1.6: Quiz	
Topic 1.7: Elements in a Business Plan Page	Session 4 = 160 min
Topic 1.7: Quiz	
Topic 1.8: Identify Intellectual Property Concepts Page	
Case Study Practice 1.2	
Topic 1.8: Quiz	
Chapter 1: Vocabulary	
Project 1	Session 5 = 60 min
Chapter 1 Post-assessment	
Estimate Time to Complete Chapter	Sessions/ 550 min = 9.2 hours
Chapter 2: Marketing and Sales	
Chapter 2: Pre-assessment	Session 1 = 90 min
Topic 2.1: Understand Market Segmentation Page	
Topic 2.1: Quiz	
Topic 2.2: Complete a SWOT Analysis Page	Session 2 = 160 min
Case Study Practice Activity 2.2	
Topic 2.2: Quiz	
Topic 2.3 Identify Marketing Platforms Page	
Topic 2.3: Quiz	
Topic 2.4: Customer Acquisition and Customer Retention Page	Session 3 = 120 min
Case Study Practice Activity 2.4	
Topic 2.4: Quiz	
Chapter 2: Vocabulary	
Project 2	Session 4 = 60 min
Chapter 2 Post-assessment	
Estimate Time to Complete Chapter	Sessions/ 430 min = 7.2 hours
Chapter 3: Production and Distribution	
Chapter 3: Pre-assessment	Session 1 = 160 min
Topic 3.1: Define Elements of the Product/Market Fit Hypothesis Page	
Topic 3.1 Quiz	
Topic 3.2: Identify Quality Control Testing Processes and adherence to government regulatory and safety requirements Page	
Topic 3.2 Quiz	
Topic 3.3: Identify Distribution Channels Page	Session 2 = 90 min
Topic 3.3 Quiz	
Topic 3.4: The Supply Chain Page	
Topic 3.4 Quiz	
Topic 3.5: Identify the Value of the Minimum Viable Product Page	Session 3 = 120 min
Case Study Practice Activity 3.5	
Topic 3.5 Quiz	
Topic 3.6: The Difference between Fulfillment and Distribution Centers Page	Session 4 = 120 min
Case Study Practice Activity 3.6	
Topic 3.6 Quiz	
Chapter 3: Vocabulary	
Project 3	Session 5 = 60 min
Chapter 3 Post-assessment	
Estimate Time to Complete Chapter	Sessions/ 550 min = 9.2 hours
Chapter 4: Business Financials	
Chapter 4: Pre-assessment	Session 1 = 120 minutes
Topic 4.1: Basic Financial Statements – The Income Statement Page	
Topic 4.1 Quiz	
Topic 4.2: Basic Financial Statements – The Balance Sheet Page	Session 2 = 90 min
Topic 4.2 Quiz	
Topic 4.3: The Cash Flow Statement Page	Session 3 = 90 min
Topic 4.3 Quiz	

Topic 4.4: Equity Statement Page	Session 4 = 120 min
Case Study 4.4 Quiz	
Topic 4.4 Quiz	
Topic 4.5: The Breakeven Point and the Price of your Product Page	Session 5 = 90 min
Topic 4.5 Quiz	
Topic 4.6: Start-up Funding Page	Session 6 = 90 min
Topic 4.6 Quiz	
Topic 4.7: Credit Rating Page	Session 7 = 140 min
Case Study 4.7	
Topic 4.7 Quiz	
Chapter 4: Vocabulary	
Project 4 Quiz	Session 8 = 60 min
Chapter 4 Post-assessment	
Estimate Time to Complete Chapter	Sessions/ 800 min = 13.3 hours
Estimated Time to Complete Course	Sessions 23 / 2330 min = 38.8 hours