



Education within the reach of all
A ministry of Calvary Chapel-Port-au-Prince
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Syllabus

Course Title

ENTREPRENEURSHIP

Course Objectives:

Upon successful completion of the entrepreneurship course, you will be able to:

- Identify local, regional, national, and international needs and contribute to development and employment.
- Understand how various types of businesses and commercial institutions, particularly SMEs, are organized, financed, operated, and regulated, as well as their relationships with other organizations, consumers, employees, owners, and society.
- Comprehend the nature and significance of innovation and change within the context of SMEs.
- Recognize the impact and influence of business activities on the environment.
- Develop positive attitudes towards challenges in cooperation, work, and self-employment.
- Play an effective and productive role in the nation's economic life.

Course outline:

1. Generalities:

- Beliefs and Values about Business and Work, Business Ethics
- Entrepreneurship and Business Concepts (Development of Ideas, Needs of the Community, Creativity, Challenges for Entrepreneurship, Benefits of Entrepreneurship, Characteristics of a Successful Entrepreneur)

Sharing of all the Know Yourself Documents to Fill

2. Business Environment and Market Research :

- Forms of Ownership, Factors that Determine the Size of a Business, Importance of Businesses, Registration Process
- Components of the Business Environment, How to Generate Business Ideas, Turning Ideas into Business Opportunities, SWOT Analysis
- How to Gather Market Information, Importance of Market Research, How to Conduct Market Research

Grade of Know Yourself Documents

Sharing of Lean Canvas and Business Model Canvas Documents

3. Business Models and Business Plan

- What Is a Business Model, Basic Components of a Business Model, How to Draw Up a Business Model, How to Present a Business Model
- What Is a Business Plan, Basic Components of a Business Plan, How to Draw Up a Business Plan, How to Present a Business Plan

Grade of Lean Canvas and Business Model Canvas

Sharing of Business Plan Documents

Evaluations:

- Participation and assignments
- Development and presentation of a business model
- Development and presentation of a business plan
- Elevator pitch

