



Entrepreneurship

SEHG-CD-9257 · Business · approx. 8 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

So, you want to break into Entrepreneurship? Well, that's great, but know that it is no easy feat. There are many steps you must take just to prepare yourself to embark on the journey, and once you have started your business, many more steps to maintain the business. This workshop is designed to give you the tools you need to start, run, and grow a business you can be proud of!

Career Development course: Entrepreneurship.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

SKILLS & LEARNING OUTCOMES

Upon completion, the student will be able to:

- Understand how to start a business
- Develop a business plan
- Get financing for your business
- Hire and train employees
- Run your business
- Grow your business

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 8 instructional videos — 8 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — Decide on the Type of Business**
 - Is It Feasible?
 - What Are Your Interests?
 - Do You Have the Experience?
 - Are You an Expert?

- **Module 3 — What Is the Market/Competition Like?**
 - Is the Venture Lucrative?
 - Is There Competition?
 - How Can You Set Yourself Apart from the Competition?
 - How Is the Customer Prospect?
- **Module 4 — Basics of Starting a Business**
 - Decide on a Name
 - Legal Structure of the Business
 - Register the Business
 - Choose the Location
 - Hire an Accountant
- **Module 5 — Create a Business Plan**
 - What Should Be Included in the Business Plan?
 - Gather Documentation
 - Develop a Business Plan Outline
 - Draft a Business Plan
- **Module 6 — Get Financing**
 - Contact Organizations for Guidance
 - Decide the Type of Financing
 - Shop Around
 - What to Do Once Approved
- **Module 7 — Hire Employees**
 - Develop Job Descriptions
 - Advertise Positions
 - Interview Candidates
 - Select Candidates
- **Module 8 — Training Employees**
 - Teach Company Culture
 - Implement Actual Training for the Position
 - Provide Feedback
 - Offer Additional Training, If Necessary
- **Module 9 — Market the Business**
 - Traditional Marketing
 - Create a Website
 - Social Media
 - Networking Groups
- **Module 10 — Run the Business**
 - Procurement
 - Sell! Sell! Sell!
 - How to Manage Cash Flow
 - Budgeting
- **Module 11 — Grow the Business**
 - Offer More Products / Services
 - Open Another Location
 - Franchise Opportunities
 - Scoring Large Contracts
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
 The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-CD-9257 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.