

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

ENTREPRENEURIAT

This training program explains what entrepreneurs do, describe how free-enterprise economies work and how entrepreneurs fit into them, find and evaluate opportunities to start your own business and explain how profit works as a signal to the entrepreneur.

→ OBJECTIFS

- ✓ Understand what it is an entrepreneur
- ✓ Identify and evaluate business opportunities
- ✓ Know how to evolve from a business idea to a business concept and assess the feasibility of your project
- ✓ Decide if and when you want to take an entrepreneurial way, and to give you some basic tools to pursue such a path successfully

→ PROGRAMME

ENTREPRENEURIAL PATHWAYS

Entrepreneurs Recognize Opportunities, Franchising, Finding Opportunity in an Existing Business, The Business Plan: Road Map to Success

WHO ARE YOUR CUSTOMERS?

Creating Business from Opportunity, Exploring Your Market, INTEGRATED MARKETING Developing the Right Marketing Mix and Plan, Pricing and Credit Strategies, Integrated Marketing Communications, Marketing Globally, Smart Selling and Effective Customer Service

SHOW ME THE MONEY Finding, Securing, and Managing It: Understanding and Managing Start-Up, Fixed, and Variable Costs, Using Financial Statements to Guide a Business, Cash

Flow & Taxes, Financing Strategy
OPERATING A SMALL BUSINESS

EFFECTIVELY: Addressing Legal Issues and Managing Risk, Operating for Success, Location, Facilities, and Layout, Human Resources and Management

LEADERSHIP, ETHICS, AND EXITS: Leadership and Ethical Practices, Franchising, Licensing, and Harvesting: Cashing in Your Brand

→ PUBLIC VISÉ

Existing and potential entrepreneurs
Specialized audiences including technology entrepreneurs
Micro-business owners
Intrapreneurs in large corporation

→ RESPONSABLE PÉDAGOGIQUE

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- DATES 2019 : 21/23 octobre
- LIEU : École Centrale de Lyon
- PRIX : 2 300 EUR.