

Black Entrepreneurial Toolkit (B.E.T. Course Syllabus)

Instructor: Dr. Terrence Duncan

Length of Course: 1 hour 52 minutes

About the Course:

Welcome to the Black Entrepreneurial Toolkit, also known as the B.E.T. The course is for African American individuals who are either interested in starting a business or currently have an existing business. The overall scope of the course is to provide the foundation for business sustainability, which involves the long-term viability of the business.

The course consists of six (6) learning modules of varying lengths. It is recommended to go through each module in sequential order as each module provides connectivity between key learning objectives, thus providing learners a holistic experience. Each course is designed to increase analyzing and applying business principles in key areas such as marketing, business development, sustainability, drafting a business plan, and selecting the appropriate business structure.

Quizzes are provided at the conclusion of each module to enhance learning outcomes and provide user retention. A final exam is also provided to demonstrate comprehensive learning of the overall course.

The modules and key learning objectives are as follows:

Module 1 – Establishing a Footprint

- Discuss sustainability and what it means for Black businesses.
- Know your why for starting a business.
- Analyze business performance and future opportunities.

Module 2 – Financial Literacy and Management

- Discuss sustainability and what it means for Black business.
- Know your why for starting a business.
- Analyze business performance and future opportunities.

Module 3 – Selecting a Business Structure

- Discuss different type of business entities.
- Describe advantages and disadvantages of each structure.

Module 4 – Strategic Marketing

- Complete a SWOT analysis.
- Identify the 4 Ps of marketing.
- Discuss different marketing strategies to improve performance.

Module 5 – Developing a Business Plan

- Develop and create a business plan.

Module 6 – Establishing Business Sustainability

- Calculate profit margin for business decision-making.

- Recognize potential tax benefits of operating a business.
- Implement systems to sustain a business.