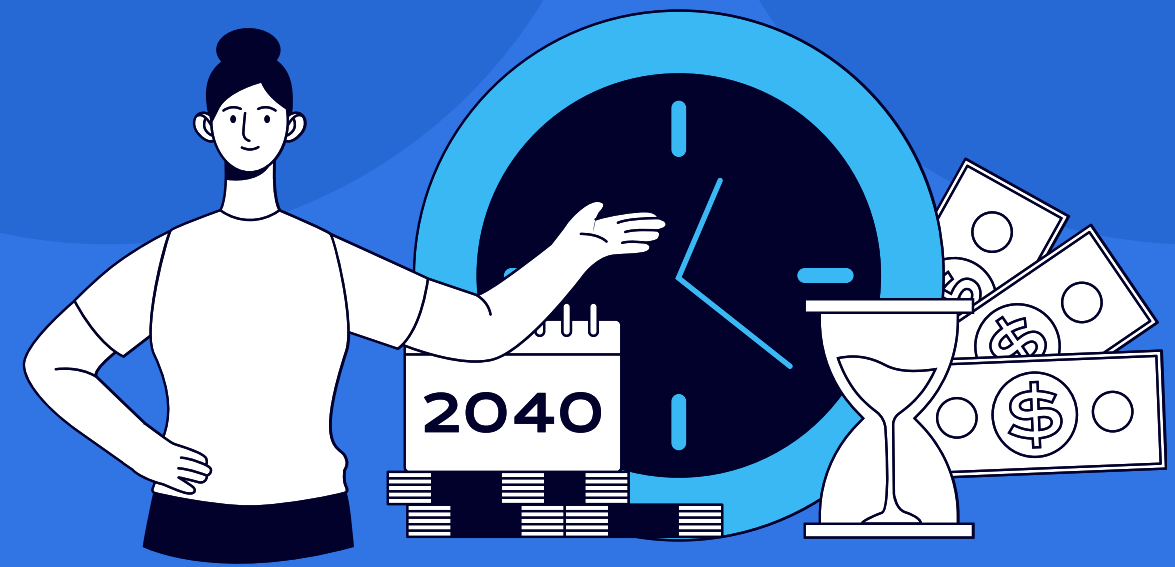


BEP20

Launching and Leading a Business

This course introduces students to the world of business and what is required to be successful, ethical, and responsible in today's economy. Students will develop the knowledge and skills needed to be an entrepreneur who knows how to respond to local and global market opportunities. Throughout the course, students will explore and understand the responsibility of managing different functions of a business. This includes accounting, marketing, information and communication technology, financial management, human resources, and production.



PROJECT BASED MANAGEMENT

Demonstrate an understanding of various [business leadership styles](#) and use a [project management process](#) when performing business-related tasks.



HUMAN RESOURCES AND OPERATIONS

Develop an understanding of the processes involved in producing a product or service. Explore the role of management in supporting a team of employees.



EFFECTIVE MARKETING

Demonstrate an understanding of the “three Cs” (company, customer, and competition) and the “four Ps” (product, price, place, and promotion), including how different strategies can be used in different markets



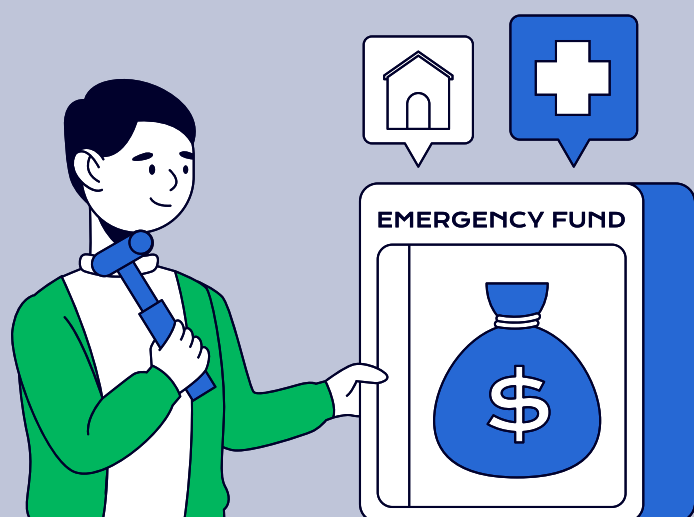
FIVE CRITICAL BUSINESS AREAS

Deepen students' understanding and skills in these critical areas, enabling them to apply the relevant concepts and skills with increasing sophistication to a broad range of business-related issues and problems.



FINANCIAL MANAGEMENT

Demonstrate an understanding of the role and importance of accounting to the entrepreneurial process and to the development and growth of a small business



ADAPTABILITY AND INNOVATION

Explore, enhance, and scale ideas in creative ways and bring them into action to meet the needs of a community.

