



SCPDES 01 –  
Entrepreneurial Strategies (Crafting your Creative Business)  
Course Structure

Contact Hrs- 15

Mode of Delivery - Online (Zoom Platform)

**Aim of the Course:**

The aim of the course is to prepare participants with the Entrepreneurial Skills needed to start their own Business.

**Course Description:**

This course is designed to equip participants with the essential business skills and commitment required to successfully launch and manage an entrepreneurial venture. Through a blend of critical thinking and engaging learning experiences, students will develop a deeper understanding of the strategies and mind-set necessary for entrepreneurial success.

By the end of the course, participants will gain an appreciation for the value of entrepreneurial skills in building and sustaining a thriving business, empowering them to craft innovative solutions and seize opportunities in the competitive business landscape.

**Prerequisites:**

This course has no prerequisites and does not require prior knowledge or certification, making it ideal for beginners. However, students must have access to functioning laptop or desktop computer with internet access to participate in some aspects of this course effectively.

### **Module 1: - Identify your Personal Philosophy & Goals**

- Identify factors and traits critical for a successful business enterprise.
  - Attitude
  - Ability to deal with stress
  - Intelligence
  - Alertness
  - Imagination
  - Persistence
- Identify your personal philosophy.

### **Module 2: - Getting Started:**

- Choosing a Name
- The Planning Process
- How to proceed when setting up.
- Form of Business Ownership

### **Module 3: -Developing a Business Plan**

- Identify the core components of a good business plan.
  - i. Executive Summary
  - ii. Description of your company and product or service (Company Profile)
  - iii. Market and Industry Research
  - iv. Competition
  - v. Sales and Marketing
  - vi. Management Team
  - vii. Financial Offering
  - viii. Financial Projections

### **Module 4: - Acquiring the Best Funding for your Business**

- Types of funding-
  - a. Loans
  - b. Credit Card
  - c. Your Assets

- d. Friends or Family
- e. Lenders/Investors

### **Module 5: Registering your Business**

- How to register a business in Trinidad and Tobago.
  - 1.Register with TTconnect
  - 2.Register with TTBizLink
  - 3.Complete application for name approval
  - 4.Make payment at Ministry of the Attorney General and Legal Affairs.
  - 5.Complete application for company registration.
  - 6. Make payment at Ministry of the Attorney General and Legal Affairs a received certificate.
- Outsource service

### **Assessment Structure –**

- Assessment 1- 20% Quiz – Multiple Choice/True or False Professionalism and Communication skills.
- Assessment 2- 50% Development of a Business Plan
- Assessment 3- 30% Development of an Implementation Plan

Note- Details on assessments will be provided in class