



## ECCB Entrepreneurship Course

### THE BUSINESS

**Module 1    Developing the Mindset of an Entrepreneur**

**Module 2    Identifying Feasible Business Ideas**

**Module 3    Creating a Business Plan**

### MARKETING AND PROMOTION

**Module 4    Your Sales Plan - Marketing Your Small Business on a Slim Budget**

**Module 5    Networking With The Right People**

**Module 6    Developing and Maintaining Your Brand**

### THE FINANCING

**Module 7    Understanding and Managing Your Business Finances to Keep Them Going and Growing**

**Module 8    Financing Your Small Business:**

**Module 9    Small Business Loans 101 -Lending Institutions and Small Business Loans**

**Module 10    Understanding Loan Documents and Loan Costs**

### THE MANAGEMENT

**Module 11    Creating the Right Business Structure**

**Module 12    Creating a Winning Team**

**Module 13    Risk Management**

**Module 14    Facing Adversity**

**Module 15    Preparing Your Business For Growth**