## CAREER TRACKS

***Do you have what it takes to start your own business?***

# CAREER TRACKS: Entrepreneurship Program

If you've ever thought about starting your own business, or if you're already running your own shop and ready to take the next step, the My Ed Today Entrepreneurship Program pulls together all of the education and skills necessary for success in this endeavor. Starting a business and growing it to a successful enterprise requires more than just a good idea – owning your own business requires an adaptive, flexible, and well-rounded skill-set that will ensure you're prepared to navigate through a multitude of business issues. From drafting the initial business plan to filing the corporate documents to get you started, financing your vision and managing your staff, the My Ed Today Entrepreneurship Program covers everything successful entrepreneurs require to start, build and grow your next venture.

| Programs |
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| Entrepreneurship |
| Communication Skills for Managers |
| Introduction to Business |
| Business Math |
| Business Law |
| Effective Business Writing Skills |
| Introduction to Economics |
| Human Resource Management |
| Microsoft Office User Specialist Certification |

- ENTREPRENEURSHIP
- COMMUNICATION SKILLS FOR MANAGERS
- INTRODUCTION TO BUSINESS
- BUSINESS LAW
- BUSINESS MATH
- EFFECTIVE BUSINESS WRITING SKILLS
- INTRODUCTION TO ECONOMICS
- HUMAN RESOURCE MANAGEMENT
- MICROSOFT OFFICE USER SPECIALIST

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# CAREER TRACKS
## Entrepreneurship Program

### Entrepreneurship
This course in Entrepreneurship focuses on conceiving and recognizing a business opportunity and developing that opportunity into a successful venture, whether an independent company or a new division of the company you already work for. Starting a successful venture from scratch requires navigating through a number of challenges whether legal or economic considerations and also requires the mastery of certain controlling functions independent of a great idea. Whether faced with accounting, finance, marketing, or management issues, successful entrepreneurs have the initiative and drive to take on all of these unique challenges and get their product or service to market.

### Communication Skills for Managers
The Communications Skills for Managers course provides students with an overview of effective methods of communication for managers. Students will gain a working knowledge of the difference between hearing and listening, and will apply strategies for improving listening, speaking, and writing skills. In addition, students will examine various methods for effectively delivering criticism, asking questions, and teaching someone a process. Designed for individuals in lower-level management or new to management, this course also covers how to create effective business communications, such as presentations and documents.

### Human Resource Management
The Human Resources Management course introduces human resources (HR) functions and related elements and activities to students wishing to enter a career in this field or anyone who runs or may start a business of their own. This course will outline for students the roles and responsibilities of members of a typical HR department, educating the staff that make up a particular firm in various corporate policies, rules and/or procedure as well as how their individual role will include HR-related activities, whether officially part of an HR department or not. This course focuses on human resource management skills used by business managers in day-to-day operations.

### Introduction to Business
Whether planning on entering the world of business or even thinking of starting a business yourself, the Introduction to Business course offers students the chance to figure out what it takes to succeed in these dynamic fields, learn more about the company you're in already or just build your general business knowledge. This course provides students with an overview of business in an increasingly global society serving as an introduction to business terminology, concepts, environments, systems, strategies, and current issues. Topics include an overview of the business environment, business ethics, entrepreneurship and business, management, marketing, production and financial elements of business.

### Business Law
The laws governing business and the operations within are based on fundamental principles that stretch back to the simplest beginnings of commerce and trade. Despite these basic principles, business has become more and more sophisticated, requiring a number of ways to codify certain aspects of business transactions and ensure that all corporate entities are operating in a way that serves the common good. This Business Law course is designed to introduce students to all of these concepts from their roots in common law through to elements of American and international law that make up this area of robust jurisprudence.

### Business Math
This course applies math fundamentals to business applications. Topics include a basic math review, business statistics, profit calculations, payroll, banking, interest calculations, insurance, taxes, and other business topics. Upon completion of this course, students will have a fundamental understanding of how to solve mathematical problems as they pertain to various business transactions. Further, students will also analyze common business problems using mathematical equations and concepts as well as useful business statistics calculations.

### Business Communication
Clear and concise communication is a must for today's fast-paced business world. Business professionals require the ability to communicate efficiently and effectively on a range of complex subjects. Without effective communication skills, both menial tasks and strategic business decisions can result in costly mistakes for any organization. Moreover, effective business communication can mean the difference between closing a deal with a prospective client or losing their business altogether. The Business Communication course ensures students have the skills to meet these challenges from their first day on the job.

### Introduction to Economics
Introduction to Economics present basic concepts necessary to an informed understanding of the economy. Starting with individual consumer behavior and corporate actions, the course moves on to explain both micro- and macroeconomics and the interplay between these 2 perspectives in terms of output, unemployment, inflation, productivity and growth. The purpose of the course is for students to develop a logical, conceptual, and analytical understanding of economic principles and to deal with problems associated with the allocation of resources, decisions made by consumers, production by firms, and pricing in various market conditions, government actions in markets, measuring aggregate output, economic growth, employment and unemployment, money and banking, and fiscal and monetary policies intended to achieve economic goals.

### Effective Business Writing Skills
The Effective Business Writing Skills for Managers course provides students with an overview of sound business writing skills. It introduces the student to the process of business writing, including prewriting strategies, organizational methods, and revision techniques. Students will also examine different types of business writing, such as memos, emails, formal letters, and presentations. In addition, students will gain experience in identifying and correcting grammatical errors and structural flaws in writing. Throughout the course, students will develop a familiarity with writing in a professional tone.

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