

# **Entrepreneurship and Business Management**

## **Chapter 1 - Operational Job Preparation: (2 Weeks)**

Writing a motivation letter and crafting a CV, Job interviews, ... , Documentary research on industry professions, Conducting interviews with industry professionals and Simulating job interviews.

## **Chapter 2 - Entrepreneurship and Entrepreneurial Spirit: (2 Weeks)**

Entrepreneurship, Companies around you, Entrepreneurial motivation, knowing how to set goals, knowing how to take risks.

## **Chapter 3 - Profile of an Entrepreneur and the Entrepreneurial Profession: (3 Weeks)**

Qualities of an entrepreneur, Negotiation skills, listening skills, the role of SMEs and TPEs in Algeria, Key success factors in establishing a TPE/PME.

## **Chapter 4 - Finding a Good Business Idea: (2 Weeks)**

Creativity and innovation, Recognizing and evaluating business opportunities.

## **Chapter 5 - Launching and Operating a Business: (3 Weeks)**

Choosing an appropriate market, Choosing the location of your business, Legal forms of the company, seeking help and financing to start a business, recruiting personnel, Choosing suppliers.

## **Chapter 6 - Business Project Development: (3 Weeks)**

The Business Model and Business Plan, Implementing your business project with the Business Model Canvas.

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