



# TURNING IDEAS INTO BUSINESS OPPORTUNITIES COURSE

**TRAINING ENTREPRENEURS OF THE FUTURE**

# COURSE GUIDE

**BCF Coaching Academy**

[www.bcfacademy.education](http://www.bcfacademy.education)



# COURSE GUIDE

Course Title:	<b>Turning Ideas into Business Opportunities</b>
Course Code:	<b>BCF1031</b>
Course Developer:	Tobi Nagy
Email:	<a href="mailto:support@bcfacademy.education">support@bcfacademy.education</a>
No of Lesson:	10
No of Workshops	1
Course Delivery:	Online video lectures, workshop and workbook
Time requirements:	1- 2 hours per week
Course Facilitator	Tobi Nagy

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## Course Description:

In this course, you will learn how to evaluate whether an idea for a product or service is suitable as a business opportunity. By understanding the criteria and applying a framework and tools, you will be able to evaluate any business ideas that come to mind.

You can use this process over and over again until you find the “right” idea that is suitable as a business opportunity, Remember, the best way to get a good idea is to have multiple ideas, which you will now be able to assess quickly and effectively.

## Course Aim:

The aim of this course is to help participants identify and evaluate suitable and commercially feasible opportunities for businesses, thus enabling them to save time, money and heartache, by not pursuing ideas that will ultimately fail.

## Course Structure:

The course is a series of online video lectures, online workshop, and workbook for each lesson:

- Each lesson consists of video lectures between 10 and 30 minutes each.
- There may also be supplementary external videos to watch such as YouTube and TEDX videos on occasions.
- Combined with a workbook activity for each lesson, with reflections of your learning, which is to be completed after each lesson.

## Learning and Teaching Method:

The course is structured to be delivered online in a visual and engaging format using a range of teaching methods including: lectures, videos, and a workshop, that enables the participant to increase their knowledge and commercial sense of potential entrepreneurial opportunities.



## What will you Learn from this Course?

This course will prepare you for the journey of entrepreneurship and will give you the insight into:

- ✓ The ability to recognise commercial opportunities;
- ✓ The process of *opportunity evaluation*;
- ✓ How “**value**” is created;
- ✓ How to conduct an *External* and *Competitor Analysis* for your business idea;
- ✓ How to use frameworks to determine *business feasibility* from an objective perspective;
- ✓ The generation of ideas through the ***Design Thinking*** process;

## Learning Outcomes:

Upon successful completion of this course participants will have learned a process, obtained the tools and developed an objective mindset to be able to:

- a. Determine the differences between an idea and a business opportunity;
- b. Identify how opportunities are created and find suitable information that can be used in screening opportunities;
- c. Conduct an evaluation process to successfully screen opportunities;
- d. Conduct an ideation process that can be used for successfully generating new ideas;
- e. Confidently evaluate proposed new ventures or innovation strategies presented to them.

## Is this Course a Good Fit for you?

This course is designed for people that:

- Have an existing idea for a product or service and want to evaluate it to see if it has the ability to become a successful business; or
- Want to be able to generate and evaluate new ideas for a possible business;
- Are existing or new entrepreneurs or intend to become or work with entrepreneurs in private, corporate (intrapreneurship) or government roles.



## Requirements of the Course:

This course requires a commitment of 1-2 hours per week. Of course, being online, you can do it anytime of the day or night, at your own pace.

- To complete this course, you will be asked to watch a series of 11 videos over 4 weeks, (2-3 videos per week), each on a range of different topics relating to entrepreneurship;
- All of them are lessons are developed by us, with reference to many external videos, frameworks and concepts from leading entrepreneurs, researchers and thought leaders in this field, who are able to give amazing insights into entrepreneurship;
- It's not required to watch them in sequence, but it does help, as there is a logic progression in each lesson topic;
- After each weekly video, you will also be asked to answer some question in your workbook, which is also supplied;
- By completing the workbook, you will be reinforcing the lessons learnt throughout the course, so that you can better apply your knowledge to any business or ideas you have;
- There are no assessments in this course, and after the student has successfully complete the course, by watching the videos, and submitting their final workbook, they will be provided with the a "Certificate of Completion";
- At any point in time during the course, if you have any questions, or insights to share with the course instructor for feedback, you will also be able to communicate with them directly by email. *We highly encourage this as it can be a valuable source of feedback, but please only contact your facilitator by email.*

## Why this Course?

- This course will introduce some fundamental concepts, processes, and tools that are used to examine opportunities for business potential, using over 20 years of practical research, experience and leading academic frameworks in this field;
- Using the knowledge from this course, you can determine what ideas are suitable business opportunities;
- If you have already made some failures in business, and you don't want to repeat them, or if you are new to entrepreneurship and you don't want to make serious (and often simple) mistakes in business, then this is course is essential for you;



## Course Content:

The course covers the following topics:

Lesson No:	Description
1	How are Opportunities Created?
2	How to Seek and Assess Opportunities
3	Opportunity Recognition Successes and Failures
4	Frameworks for Assessing Opportunities
5	Value Creation
6	Conducting External Analysis
7	Conducting Competitor Analysis
8	Determining Business Feasibility
9	How to Generate Ideas
10	Design Thinking
11	WORKSHOP: Design Thinking

## Overview of BCF Coaching Academy

### About Us

We are a group of entrepreneurs and professional educators dedicated to the development of entrepreneurs and future business leaders to help solve some of the World's most complex problems, including poverty, inequality and Climate Change through education, training and life-skills development.

### Our Vision

To create the World's Leading Entrepreneurial Education Institution enabling people to empower and transform their lives to create wealth and sustainable livelihoods and develop their own lifestyle path with health, happiness and abundance through business.

### Our Mission

- To create world-class entrepreneurial education that allows our customers to discover their purpose and build their dream lives; one of abundance, freedom and choices;
- Which is delivered to entrepreneurs globally through our online platform, providing unique learning experiences, which are affordable, practical, and engaging, at the highest level of customer user experience possible.

### Our Values

- Integrity



- Honesty
- Loyalty
- Transparency
- Caring
- Reliability
- Curiosity
- Trainability
- Collaboration

## Course Instructor

Course instructor, Tobi Nagy, who is founder of the BCF Coaching Academy ([www.bcfacademy.education](http://www.bcfacademy.education)), is an experienced and successful serial entrepreneur, business strategist, educator, course developer, author, lecturer, and business coach.

He has developed many courses in entrepreneurship for leading universities and institutions in Australia, and has taught over 2,500 students in entrepreneurship and business; mentoring many former students to success, for over a last decade, as well as helping grow many businesses.

### Serial entrepreneur

- 28 years as a founder and business owner;
- 15 years as mentor and coach to growing businesses;
- Author and speaker.

### Educator and University Lecturer

- 10 years teaching and developing courses in entrepreneurship.

### Author and speaker

- Masters in Entrepreneurship and Innovation with honours.

His LinkedIn profile can be found at: [www.linkedin.com/in/tobinagy](http://www.linkedin.com/in/tobinagy)



### **30 Day Money Back Guarantee**

If you are not happy with the course, within 30 days of purchase please send us an email telling us why, and we will refund your money in full, (less any bank fees).