



education | business coaching

# BCF Coaching Academy

## DISCOVERING ENTREPRENEURSHIP COURSE

# Course Guide

TRAINING ENTREPRENEURS OF THE FUTURE

# 2021



# COURSE GUIDE

Course Title:	<b>Discovering Entrepreneurship</b>
Course Code:	<b>BCF1012</b>
Course Developer:	Tobi Nagy
Email:	<a href="mailto:support@bcfacademy.education">support@bcfacademy.education</a>
No of Lesson:	9
Course Delivery:	Online video lectures and workbook
Time requirements:	1- 2 hours per week
Course Facilitator	Tobi Nagy

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## Course Description:

**In this course, the role entrepreneurship has played in the development of the modern world will be introduced including:**

- The importance it has and will continue to have within society;
- The major trends and opportunities currently occurring in this field.

**It will also examine what it takes to be a successful entrepreneur including:**

- Key skills and characteristics necessary.

## Course Aim:

- The aim of this course is to introduce entrepreneurship to participants who maybe thinking about starting their own venture. It will provide key knowledge and insights about this field, that will allow participants to make up their mind to see if entrepreneurship is really the right fit and career path for them.

## Course Structure:

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

- Each lesson consists of video lectures between 10 and 30 minutes each.
- Combined with workbook for each lesson, which is to be completed weekly 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 small case studies, that enable you to increase your knowledge and develop insights into entrepreneurship.



## What will you Learn from this Course?

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

- ✓ How it works;
- ✓ The benefits;
- ✓ Why would you want to become an entrepreneur?
- ✓ What does it take to be a successful entrepreneur?
- ✓ What type of entrepreneur are you?

**Furthermore, after this course, it will allow you to make up your mind to see if entrepreneurship is the right career path for you.**

## Learning Outcomes:

Upon successful completion of this course, you will be able to gaining an understanding of:

- a. The fundamental theories of entrepreneurship, and how it works;
- b. The way entrepreneurship has impacted and continues to impact and benefit society;
- c. The personal motivations for becoming an entrepreneur;
- d. The opportunities entrepreneurship holds for aspiring entrepreneurs;
- e. The necessary skills and attributes required to be a successful entrepreneur.

## Is this Course a Good Fit for you?

This course is designed for people that:

- Are considering entrepreneurship as a career path, but are not sure, or don't know where or how to start; or
- Have started their entrepreneurial journey and maybe looking for further knowledge and/or inspiration.

## 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 9 weekly videos, each on a range of different topics relating to entrepreneurship;
- Some of them are lectures developed by us, others are from leading entrepreneurs and thought leaders, 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 opportunities that entrepreneurship holds, and examines what it takes to be a successful entrepreneur, using over 20 years of practical research, experience and academic frameworks in this field.
- Using the knowledge from this course and by understanding your personal strengths, limitations, motivations and capabilities, you can determine if entrepreneurship is a right personal fit for your career aspirations.
- Furthermore, if you decide to pursue entrepreneurship or if you are already pursuing it, you will be able to develop insight and knowledge into the skills required for building your own path to becoming a successful entrepreneur.
- If you have already made some failures in life or in business, now is the time to reflect on the lessons you learnt and how you can improve things for yourself in the future.



## Course Content:

The course covers the following topics:

Lesson No:	Description
1	What is an Entrepreneur?
2	The Phenomenon of Entrepreneurship
3	Entrepreneurship's Role in Society
4	Current Trends in Entrepreneurship
5	Why Do Entrepreneurs Start Businesses?
6	Role of Startups in Entrepreneurship
7	What Does It Take To Be A Successful Entrepreneur?
8	What Type of Entrepreneur Are You?
9	True or False Quiz about Entrepreneurship

## 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.

### 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).