



## LearnKey's Entrepreneurship & Small Business Courseware

With over 30 years of experience, LearnKey offers engaging, interactive, and flexible training mapped to industry certifications available online through GMetrix.

- Full-motion digital video available anytime, anywhere with an Internet connection
- Project-based learning lessons and workbooks with hands-on activities help reinforce what the students are learning
- The GMetrix platform provides the ultimate certification training solution with a single sign-on between training and test prep
- Teacher workbooks with answer keys and lesson plans

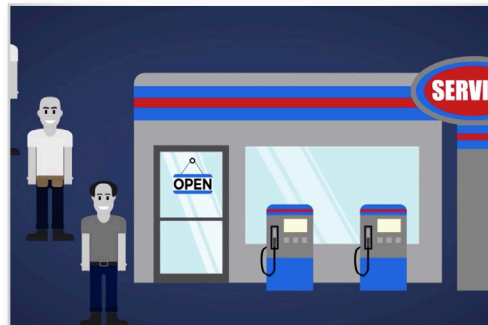
## COURSE OFFERINGS



### Entrepreneurship & Small Business

LearnKey's Entrepreneurship and Small Business course is designed to prepare a student to sit for the Entrepreneurship and Small Business certification exam. The course provides scenarios and example questions to apply knowledge of fundamental entrepreneurship and small business management concepts. Topics covered include: defining an entrepreneur, recognizing an opportunity, starting and operating a business, how to market a business, managing sales, and basic financial management. The course is designed for a student who has taken a small business management class, but will prepare any student for the ESB exam.

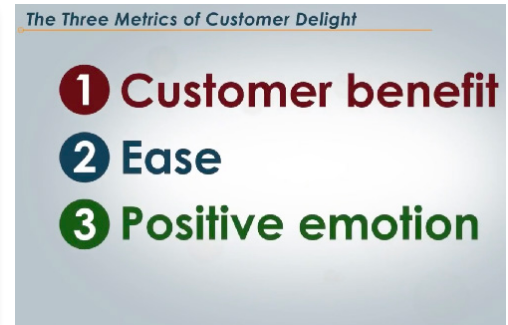
**CLASS HOURS:** 14 HRS.



### Entrepreneurship & Small Business v.2

LearnKey's Entrepreneurship and Small Business V.2 course explores entrepreneurship and small business concepts, including legal business structures, business opportunities, and ways to obtain funding. Students will learn how to create and use a business plan, pitch deck, lean canvas. They will also learn how to identify their target market and calculate business financials.

**CLASS HOURS:** 14 HRS.



### Intuit Design for Delight Innovator

LearnKey's Intuit Design for Delight course explores the design thinking process to provide customer-centric solutions. The three design thinking principles, Deep Customer Empathy, Go Broad to Go Narrow, and Rapid Experiments with Customers, are discussed and practiced throughout the course. Students will learn how to perform observations, identify customer problems, brainstorm, narrow, prototype, and test solution ideas to provide customers with the highest level of delight.

**CLASS HOURS:** 6 HRS.



#### Each Course Includes:

Video-based instruction, exercise labs, pre and posttests, flash cards in addition to a PDF project workbook. The workbook includes fill-in-the-blanks, glossary terms and definitions and many other resources to help reinforce learning.