

Do you have an idea for a product or service? Have you ever thought of starting your own business?

Join our **FREE** business entrepreneurship course and learn how to turn your idea into action!



About this Course

This three-module course is designed for those interested in starting or growing their small business. It provides students with ideas and resources on all aspects of setting up and maintaining a small business. Participants are given the opportunity to present their business ideas and receive feedback from their instructor and peers.

To fully benefit from the course, it is recommended that all three modules be taken.

Course Orientation

Tu, Jan 22: 5:30 - 6:30 pm
OR

Wed, Jan 23: 9:00 - 10:00 am
1224 Del Mar Ave., San Jose

Contact Information

Kirti Venkatasamy
(408) 626-3402
kvenkata@cuhhsd.org

Ryan Flanigan
(408) 741-2156
ryan.flanigan@westvalley.edu

Module 1

Small Business Start-Up

Learn about various types of small businesses to determine the best business type for *your* idea. Understand the risks and rewards associated with owning a small business. Identify the factors that contribute to small business failure and success.

Module 2

The Entrepreneur Mind

Gain insight into how entrepreneurs start their companies, how they think, how they create solutions through failures, how they adapt to change, and how they reach their potential. Identify the six essential skills that make entrepreneurs successful and practice them to maximize *your* chances for success.

Module 3

Marketing Basics

Explore ways to deliver value to your customers and to your business. Identify the 4 P's of Marketing—the key factors that influence a consumer's decision to buy a product or use a service. Learn how to apply the 4 P's of Marketing into *your* own marketing plan.

Semester: Spring 2019

Class Schedule

Mon/Wed, 9:00 am - 10:15 am

- **Module 1** Jan 28–Feb 27
- **Module 2** March 4–27
- **Module 3** April 15–May 8

Instructor Jennie Nguyen Ly
OR

Class Schedule

Tu/Th, 5:30 pm - 6:45 pm

- **Module 1** Jan 29–Feb 28
- **Module 2** March 5–28
- **Module 3** April 16–May 9

Instructor Cam Roberson

Location: CACE (address below)

Supplemental Instruction

Required for ESL Students

Business Communication Skills
Mon/Wed, 10:30 am - 12:00 pm
OR

Tu/Th, 7:00 pm - 8:30 pm

Instructor Kirti Venkatasamy

Campbell Adult and Community Education (CACE), 1224 Del Mar Avenue, San Jose, CA 95128
West Valley College, 1400 Fruitvale Avenue, Saratoga, CA 95070