

Crash Course Segment

Suggested Chapter from *ENTREPRENEURSHIP: Concepts & Cases* by Bressler/Stevens/Silver

Who Even Is An Entrepreneur?: Crash Course Business - Entrepreneurship #1	Chapter 1
How to Develop a Business Idea: Crash Course Business - Entrepreneurship #2	Chapter 1
Value Proposition and Customer Segments: Crash Course Business - Entrepreneurship #3	Chapter 7
What Can You Learn from Your Competition?: Crash Course Business Entrepreneurship #4	Chapter 8
Legal Basics and Business Entity Formation: Crash Course Business Entrepreneurship #5	Chapters 4 or 5
Minimum Viable Product and Pivoting: Crash Course Business Entrepreneurship #6	Chapter 8
Testing Your Product and Getting Feedback: Crash Course Business Entrepreneurship #7	Chapter 7
The Core of a Business - Key Activities & Resources: Crash Course Business Entrepreneurship #8	Chapter 1
How to Seek Help and Find Key Partners: Crash Course Entrepreneurship #9	Chapter 3
How to Build Customer Relationships: Crash Course Entrepreneurship #10	Chapter 8
How to Communicate with Customers: Crash Course Entrepreneurship #11	Chapters 7 or 8
How to Sell Anything: Crash Course Entrepreneurship #12	Chapters 8 or 10
Revenue Streams: Crash Course Entrepreneurship #13	Chapters 6 or 10
Expenses & Costs - How to Spend Money Wisely: Crash Course Entrepreneurship #14	Chapter 6
Understanding Financial Statements and Accounting: Crash Course Entrepreneurship #15	Chapter 14
Financing Options for Small Businesses: Crash Course Entrepreneurship #16	Chapters 10 or 11
Is Growth Right For You?: Crash Course Entrepreneurship #17	Chapter 10