

## Crash Course Segment

## *Suggested Chapter from INTRODUCTION TO BUSINESS, 4e by Gaspar, et al.*

[Who Even Is An Entrepreneur?: Crash Course Business - Entrepreneurship #1](#)

Chapter-4: Small Business & Entrepreneurship

[How to Develop a Business Idea: Crash Course Business - Entrepreneurship #2](#)

Chapter-4: Small Business & Entrepreneurship

[Value Proposition and Customer Segments: Crash Course Business - Entrepreneurship #3](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship

[What Can You Learn from Your Competition?: Crash Course Business Entrepreneurship #4](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship

[Legal Basics and Business Entity Formation: Crash Course Business Entrepreneurship #5](#)

Chapter-3: Business Governance, Ethics & Social Responsibility

[Minimum Viable Product and Pivoting: Crash Course Business Entrepreneurship #6](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship  
Chapter-8: Marketing Basics

[Testing Your Product and Getting Feedback: Crash Course Business Entrepreneurship #7](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship  
Chapter-8: Marketing Basics  
Chapter-9: Developing the Product and Pricing Mixes

[The Core of a Business - Key Activities & Resources: Crash Course Business Entrepreneurship #8](#)

Chapter-1: What is Business  
Chapter-2: The Environment of Business  
Chapter-4: Small Business & Entrepreneurship  
Chapter-8: Marketing Basics

[How to Seek Help and Find Key Partners: Crash Course Entrepreneurship #9](#)

Chapter-4: Small Business & Entrepreneurship

[How to Build Customer Relationships: Crash Course Entrepreneurship #10](#)

Chapter-4: Small Business & Entrepreneurship  
Chapter-8: Marketing Basics  
Chapter-9: Developing the Product and Pricing Mixes  
Chapter-10: Developing the Promotion and Distribution Mixes

[How to Communicate with Customers: Crash Course Entrepreneurship #11](#)

Chapter-8: Marketing Basics

[How to Sell Anything: Crash Course Entrepreneurship #12](#)

Chapter-10: Developing the Promotion and Distribution Mixes

[Revenue Streams: Crash Course Entrepreneurship #13](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship

[Expenses & Costs - How to Spend Money Wisely: Crash Course Entrepreneurship #14](#)

Chapter-1: What is Business  
Chapter-4: Small Business & Entrepreneurship  
Chapter-16: Managing Business Operations

[Understanding Financial Statements and Accounting: Crash Course Entrepreneurship #15](#)

Chapter-12: Financial Reporting

[Financing Options for Small Businesses: Crash Course Entrepreneurship #16](#)

Chapter-4: Small Business & Entrepreneurship  
Chapter-13: Financial Management of the Firm and Investment Management

[Is Growth Right For You?: Crash Course Entrepreneurship #17](#)

Chapter-1: What is Business  
Chapter-3: Business Governance, Ethics & Social Responsibility  
Chapter-4: Small Business & Entrepreneurship  
Chapter-6: Human Resources Management  
Chapter-8: Marketing Basics  
Chapter-9: Developing the Product and Pricing Mixes  
Chapter-10: Developing the Promotion and Distribution Mixes  
Chapter-16: Managing Business Operations