



Entrepreneurship and Business Development Certified (EBDC)™

Course of Study

Entrepreneurship is not just a career choice; it's a mindset, a way of life, and a transformative journey. While many people are drawn to entrepreneurship for various reasons, the decision to embark on this path should not be taken lightly. Entrepreneurs are driven by a unique blend of ambition, innovation, and determination, but they can greatly benefit from acquiring the knowledge and skills necessary to succeed.

This is where a certification in entrepreneurship and business development comes into play, helping aspiring entrepreneurs sharpen their abilities and navigate the complexities of the business world. Here are some reasons why someone would choose to become an entrepreneur and why a certification in entrepreneurship and business development is worth considering.

The goal of the Management and Strategy Institute is to test your understanding of the key competencies required to function in the role of an entrepreneur. The EBDC exam is a timed, online exam issued at the completion of the study material. It has a required passing score of 70%.

Competencies

This program covers the following competencies:

Introduction to Entrepreneurship

- **Introduction**
 - Understanding the journey of entrepreneurship
 - Overview of course structure and objectives
- **Deciding on the Type of Business**
 - Identifying ideal business opportunities
 - Aligning business choices with personal interests and expertise

Feasibility and Market Analysis

- **Determining Feasibility**
 - Factors influencing feasibility
 - Assessing necessary funding, market presence, and operational logistics
- **Understanding the Market and Competition**
 - Conducting market analysis
 - Identifying and evaluating competition
 - Strategies for setting your business apart

Starting Your Business

- **Basics of Starting a Business**
 - Choosing a business name
 - Selecting the appropriate legal structure
 - Registering your business and obtaining necessary permits
 - Choosing the right location and hiring an accountant
- **Creating a Business Plan**
 - Key elements of a business plan
 - Gathering documentation and developing an outline
 - Drafting and finalizing the business plan

Financing Your Business

- **Getting Financing**
 - Overview of financing options
 - Contacting organizations for guidance
 - Exploring self-financing, grants, loans, and investor options
 - Shopping around for the best financing deals

Building Your Team

- **Hiring Employees**
 - Developing job descriptions
 - Advertising open positions and interviewing candidates
 - Selecting and onboarding the right candidates
 - Training and integrating new employees into the company culture

Marketing Your Business

- **Marketing Strategies**
 - Traditional marketing methods (TV, print, radio)
 - Creating an effective website
 - Utilizing social media for business promotion
 - Networking and building professional relationships

Running and Managing Your Business

- **Day-to-Day Operations**
 - Procurement and managing supplier relationships
 - Sales strategies and customer relationship management
 - Cash flow management and budgeting
- **Providing Feedback and Continuous Improvement**
 - Importance of employee feedback
 - Offering additional training as necessary

Growing Your Business

- **Strategies for Growth**
 - Adding new products or services
 - Opening new locations
 - Franchising opportunities
 - Scoring large contracts and expanding market presence
- **Continuous Learning and Certification**
 - Additional training and certification opportunities for business growth

Learning Resources

Recommended:

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Preparing for Success

In order to successfully complete the EBDC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 2-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.