



# BUS 054 - Small Business Startup Management

Telecourse Title - "Intro. to Entrepreneurship"  
Fall 09 Broadcast Schedule

CCN1  
ATT ch. 27\*\*  
Thursdays  
3 - 4 PM

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**PROGRAM #**

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1. Do You Have What It Takes? .....	9/3
2. Myth of the Entrepreneur .....	9/10
3. Finding Your idea .....	9/17
4. Entry Strategies Getting Started .....	9/24
5. Feasibility Will it Work? .....	10/1
6. Tool Set Marketing Your Idea .....	10/8
7. Tool Set Reaching Your Customer .....	10/15
8. Tool Set how Much Money Do You Really Need? .....	10/22
9. Tool Set The money Hunt.....	10/29
10. The Business Plan and Beyond .....	11/5
11. Corporate Entrepreneurship.....	11/12
12. Franchises Making Their Dream Your Dream .....	11/19

\*\*CCN1 (Community College Network) - check your local listings for channel information.

Rental of entire video series is also available. Payment is made through Admissions and Records and videos are picked up and returned through the West Valley College Library.

If you miss a broadcast, video cassettes are available for viewing in the West Valley Library.