CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 101 — Foundations of Entrepreneurship (Level 1)

Beginner Level – 8-Week Certificate Course
(Composed using Weeks 1–8 lesson decks + quizzes)

COURSE DESCRIPTION

CSBE 101 is the Level 1 foundational program designed to transform purpose-driven individuals into confident new entrepreneurs. Through 8 structured weekly modules, students discover their calling, build CEO identity, learn business fundamentals, structure their business legally, master branding, build credit, choose a business model, and launch their first offer using the CSBE One-Page Business Blueprint.

The course blends biblical principles, practical entrepreneurship, mindset training, and hands-on workshops.

LEARNING OUTCOMES

Students completing CSBE 101 will be able to:

Purpose & Identity

- Identify their God-given purpose, calling, and marketplace assignment
- Build a strong entrepreneurial mindset and CEO identity

Business Foundations

- Understand business fundamentals: offers, audiences, and payment systems
- Select the appropriate business structure (LLC, S-Corp, etc.)
- Set up essential legal, administrative, and operational systems

Marketing & Branding

- Define a clear target audience
- Build messaging, brand promise, and beginner marketing strategy

Credit, Finance & Funding

- Understand personal credit
- Begin establishing business credit
- Identify funding options for early-stage entrepreneurs

Digital Entrepreneurship

- Understand beginner-friendly business models
- Create their first paid offer
- Price services and/or digital products appropriately

Launch Readiness

- Complete the CSBE One-Page Business Blueprint
- Prepare and deliver their Level 1 Final Presentation
- Implement a 30-Day Launch Plan

COURSE FORMAT

- **Duration:** 8 weeks
- **Weekly Live Sessions:** 90 minutes
- **Assignments:** Weekly worksheets, activities, and implementation steps
- **Assessments:** Weekly Quiz
- **Capstone:** Final Business Presentation + One-Page Blueprint

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WEEK-BY-WEEK SYLLABUS

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WEEK 1 — Purpose, Calling & The Entrepreneurial Journey

Topics:

- Why purpose matters
- Calling, assignment & identity
- The problem you are called to solve
- The Faith–Family–Finance triangle
- Purpose → Clarity → Confidence → Action framework

Workshops:

- Purpose Discovery
- Calling Questions
- Purpose Statement

Assignments:

- Workbook Section 1
- Purpose Statement Draft

WEEK 2 — Mindset, Identity & Transformation

Topics:

- Entrepreneur vs employee mindset
- Identity drives behavior
- CEO identity pillars

- Limiting beliefs & mindset blockers
- Mindset Shift Timeline

Workshops:

- Old Script → New Script rewrite
- Founder Identity Statement

Assignments:

- Identity Worksheet
- Mindset Rewiring Exercises

WEEK 3 — Business Fundamentals & Choosing Structure

Topics:

- What makes a business "real"
- Offer + Audience + Payment System
- Business Foundation Pyramid
- Sole Prop, LLC, S-Corp, C-Corp
- Legal, tax, liability considerations

Workshops:

- Choosing your entity
- Next Steps Setup Checklist

Assignments:

- Entity Decision Worksheet
- Business Fundamentals Quiz Prep

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WEEK 4 — Marketing, Branding & Target Audience

Topics:

- Simple definition of marketing
- Defining your ideal customer
- Pain points vs desired outcomes
- Brand promise & messaging
- Audience segmentation

Workshops:

- Target Audience Worksheet
- Brand Promise Draft

Assignments:

- Week 4 Branding Homework

WEEK 5 — Personal & Business Credit + Funding Basics

Topics:

- Personal credit (FICO breakdown)
- Credit myths & mistakes
- Business credit setup
- Fundability checklist
- Tier 1 vendors & credit building

Workshops:

- Credit Readiness Assessment
- 90-Day Credit Action Plan

Assignments:

- Complete fundability checklist
- Begin business credit setup

WEEK 6 — Digital Entrepreneurship & Beginner Business Models

Topics:

- Digital economy & automation
- Low-cost, low-complexity models
- Service-based, coaching/consulting
- Digital products, micro-agency, affiliate
- Offer creation + pricing

Workshops:

- Business Model Selection
- Offer Creation Workshop

Assignments:

- Offer Statement
- Pricing Sheet
- Begin building deliverables

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WEEK 7 — One-Page Business Blueprint & Launch Plan

Topics:

- Why simple plans work
- 6 sections of the One-Page Blueprint
- Problem → Solution → Audience → Offer → Pricing
- 30-Day Launch Plan breakdown

Workshops:

- Complete One-Page Blueprint
- Draft 30-Day Launch Plan

Assignments:

- Submit One-Page Blueprint
- Prepare your Week 8 Presentation

WEEK 8 — Final Presentations & Graduation

Topics:

- Review of Weeks 1–7 foundations
- Business presentation structure
- Entrepreneurial confidence & clarity

Capstone:

- Students present:

- Purpose
- Problem solved
- Audience
- Offer & pricing
- Model
- Launch Plan

Ceremony:

- Feedback & celebration
- Certificate presentation
- Next-level pathways (Level 2 & beyond)

COURSE ASSESSMENTS

To ensure students fully understand and can apply the material taught each week, CSBE courses include **weekly quizzes**.

Weekly Quizzes

- Each quiz contains **10 multiple-choice questions**
- Questions are based on that week's lessons, worksheets, and activities
- Quizzes must be completed before advancing to the next module
- You must score **80% or higher** to pass each quiz

Advancement Requirement

- A minimum passing grade of **80%** is required to move forward
- Students who do not meet the minimum score may retake the quiz (as permitted by school policy)

Purpose of Weekly Quizzes

- Reinforce weekly learning
- Strengthen comprehension

- Ensure students remain on track
- Prepare for higher-level coursework in CSBE 201 and CSBE 301

Final Presentation

- 3–4 minute presentation
- Based on One-Page Blueprint
- Required for certificate

GRADING BREAKDOWN

Component	Weight
Weekly Assignments	30%
Quiz Weeks 1–4	15%
Final Exam	30%
Final Presentation	25%

Passing Score: **80%**

REQUIRED MATERIALS

- CSBE Workbook
- Weekly slide decks
- Internet access
- Canva or other digital creation tools
- Business setup documents (as applicable)

CERTIFICATE AWARDED

CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE Level 1 Certificate: Foundations of Entrepreneurship
Earned upon completing all course requirements.