CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 201 – Intermediate Entrepreneurship

Official Course Syllabus

Institution: Chichester School of Business & Entrepreneurship
Course Title: CSBE 201 – Intermediate Entrepreneurship
Instructor: Dr. Michael Chichester
Duration: 8 Weeks
Course Format: Weekly 90-minute live classes + assignments + quizzes
Prerequisite: Completion of CSBE 101 Foundations Level

COURSE OVERVIEW

CSBE 201 transforms students from "new entrepreneurs" into operational, systems-driven business owners. This level focuses on structure, efficiency, automation, marketing, sales, frameworks, and scaling foundations. Students identify and fix operational bottlenecks, implement high-performance systems, and elevate their business into a sustainable, profit-generating machine.

This course uses the slides provided across Weeks 1–8 (including Week 8 content

INTERMEDIATE-LEVEL-WEEK-8 (1)

) to build a complete curriculum grounded in real-world strategy and professional-level execution.

LEARNING OUTCOMES

By the end of CSBE 201, students will be able to:

- Run their business using CEO-level operational systems
- Establish consistent lead-generation and marketing pipelines

- Use strategic messaging that converts
- Build automated workflows for fulfillment and delivery
- Implement structured financial systems
- Develop customer experience frameworks and retention systems
- Prepare launch and scaling strategies
- Create their first complete 60-day scaling blueprint
- Operate with clarity, confidence, and predictable growth

COURSE STRUCTURE (Week-by-Week Breakdown)

WEEK 1 – Business Identity & CEO Mindset

Refining your entrepreneurial identity, shifting from hustler to strategist, and implementing operational thinking.

Key Topics:

- CEO thinking vs. solopreneur thinking
- Vision anchoring
- Identity-led decision making
- Strategic clarity

WEEK 2 – Systems Architecture & Process Optimization

Building business systems that run consistently and reduce overwhelm.

Key Topics:

- Core systems overview
- SOP creation
- Workflow mapping
- Time-saving automation foundations

WEEK 3 – Offer Suite + Customer Journey Design

Designing your full product ecosystem and creating world-class customer experiences.

Key Topics:

- Offer structure
- Value ladder design
- Customer journey mapping
- Client retention systems

WEEK 4 – Marketing, Messaging & Visibility Frameworks

Building predictable marketing pipelines and engaging content ecosystems.

Key Topics:

- Messaging systems
- Content strategy
- Ideal client psychology
- Visibility expansion

WEEK 5 – Sales Systems & Conversion Frameworks

Developing high-converting sales processes that work consistently.

Key Topics:

- Sales scripts
- Sales psychology
- Discovery call structure
- Conversion optimization

WEEK 6 – Operational Tools, Tech & Automation

Leaning into the technology that scales your business.

Key Topics:

- CRM setup
- Automation tools
- AI workflows
- Infrastructure selection

WEEK 7 – Business Scaling Foundations

Pre-scaling requirements and infrastructure for predictable expansion.

Key Topics:

- Hiring and delegation
- Organizational structure
- Capacity forecasting
- Early-stage scaling models

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WEEK 8 – Advanced Launch Systems & Final Project Planning

Based on the Week 8 document you provided

INTERMEDIATE-LEVEL-WEEK-8 (1)

This week covers professional-grade launch operations, including:

Key Topics:

- Launch Psychology
- The Four Launch Models
- Pre-launch warmup strategies
- Launch-week execution
- Post-launch optimization
- Metrics and KPIs
- Final project preparation

This week synthesizes all prior systems into a full growth engine.

ASSESSMENTS

WEEKLY QUIZZES

- Each week includes a **10-question multiple-choice quiz**
- Students must score **80% or higher** to progress
- Unlimited retries unless instructor specifies otherwise
- Designed to ensure mastery of weekly concepts

FINAL PROJECT

A complete operational blueprint that includes:

- Systems map
- Offer suite
- Marketing strategy
- Sales process
- Tech stack
- Launch plan

REQUIRED MATERIALS

- CSBE 201 Workbook (provided in course)
- Internet access and device for live sessions
- Access to recommended tools (free versions acceptable)

CERTIFICATION REQUIREMENTS

To earn the **CSBE Level 2 Certificate**, students must:
✓ Attend or watch weekly sessions
✓ Complete all weekly quizzes with minimum 80% score
✓ Submit the Final Project
✓ Maintain active participation in CSBE community