CHICHESTEER SCHOOL OF BUSINESS & ENTREPRENEURSHIP

CSBE 301 – Advanced Entrepreneurship & CEO Mastery

Official Course Syllabus
Institution: Chichester School of Business & Entrepreneurship
Course Title: CSBE 301 – Advanced Entrepreneurship & CEO Mastery
Instructor: Dr. Michael Chichester
Duration: 8 Weeks
Course Format: Weekly 90-minute live classes + assignments + quizzes
Prerequisite: Completion of CSBE 201 Intermediate Level

COURSE OVERVIEW

CSBE 301 is the elite level of the CSBE pathway—designed for entrepreneurs ready to step fully into CEO leadership, advanced wealth strategy, enterprise expansion, and generational impact.

This level focuses on:
✓ High-level leadership
✓ Wealth-building infrastructure
✓ Multi-stream expansion
✓ Asset growth & protection
✓ Advanced sales & influence
✓ Strategic partnerships and contracts
✓ Legacy architecture

Students will develop CEO mastery, build expansion-ready systems, and construct a business that can scale, be licensed, franchised, or sold.

This course synthesizes all Week 1–8 content you provided in the Advanced-Level PDF slides.

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LEARNING OUTCOMES

Upon completion of CSBE 301, students will be able to:

- Operate confidently with CEO-level decision making
- Build multi-stream wealth and asset protection systems
- Execute advanced sales, partnerships, and high-ticket conversions
- Architect expansion pathways (new markets, divisions, global growth)
- Implement enterprise-level leadership, delegation & structure
- Establish brand authority, influence, and industry leadership
- Create scalable, sellable, or legacy-transferrable companies
- Build a full generational wealth blueprint

COURSE STRUCTURE

WEEK 1 – Enterprise Vision & CEO Identity Expansion

Understanding the shift from business owner to enterprise-level CEO.
Key Topics:
- Enterprise identity shift
- Vision architecture
- Capacity expansion
- Leadership foundations

WEEK 2 – Strategic Leadership & High-Performance Teams

Building organizations that run with excellence.
Key Topics:
- Executive leadership
- Team roles & structure
- Delegation frameworks
- Organizational communication

WEEK 3 – Wealth Infrastructure & Asset Strategy

Building wealth like high-level entrepreneurs.
Key Topics:
• Wealth vehicles
• Asset growth models
• Tax efficiency principles
• Investment structures

WEEK 4 – Brand Authority, Influence & Industry Leadership

Establishing your name as an industry force.
Key Topics:
• Thought leadership
• Media positioning
• Brand influence ecosystem
• Authority-driven marketing

WEEK 5 – High-Level Sales, Partnerships & Contracts

Advanced revenue-generation strategies.
Key Topics:
• High-ticket sales mastery
• Strategic partnerships
• Corporate & government contracts
• Negotiation strategies

WEEK 6 – Scaling, Expansion & Enterprise Growth

Building infrastructure for long-term scale.
Key Topics:
• Expansion pathways
• New market entry
• Departmental development
• CEO-level forecasting

WEEK 7 – Legacy, Sustainability & Succession

Designing businesses that outlive the founder.
Key Topics:
• Legacy strategy
• Succession planning
• IP licensing & franchising
• Multi-generational planning

WEEK 8 – The CEO Expansion Blueprint (Capstone Project)

A full, customized blueprint for long-term growth and generational impact.
Key Topics:
• Enterprise plan
• Wealth structures
• Market expansion strategy
• CEO operating system
• Final assessments & presentation

ASSESSMENTS

WEEKLY QUIZZES

• 10 multiple-choice questions per week
• Must score **80% or higher** to progress
• Ensures deep mastery of each advanced concept

CAPSTONE PROJECT (Final Project)

A comprehensive CEO-level expansion plan including:
• Enterprise organizational model
• Wealth + asset growth plan
• Brand authority system
• Leadership structure
• Expansion or scaling strategy
• Legacy architecture & succession plan

REQUIRED MATERIALS

• CSBE 301 Workbook (provided in course)
• Reliable internet & device
• Access to recommended strategic + financial tools

CERTIFICATION REQUIREMENTS

To receive your **CSBE Level 3 Elite Certificate**, students must:
✓ Attend or watch all weekly sessions
✓ Complete all weekly quizzes with minimum **80% score**
✓ Submit the Capstone Project