

ERUDITE ACADEMY  
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Class	Module	Theory	Activity
0	Job Search	Course Introduction and Resume Workshop	Excellent Resume Example
1	Business Proposal and Training Process	Meet your Classmates and Professor	Introduce yourself to the class
2	Business Proposal and Training Process	Charateristics of the Entrepreneur	Valley Drugs Pharmacy Business Case
3	Business Plan Outline	What makes a great business idea?	Sell your Business Proposal
4	Computer Tools	Defining your target customer?	Microsoft Excel Basics
5	Business Plan Outline	Linking customer and offering	Revolutionary Longboards Live Business Case
6	Computer Tools	Researching your customer	Statistics Canada Overview
7	Marketing and Sales	Defining marketing message and position	Got Milk Advertising Campaign
8	Marketing and Sales	Developping the marketing strategy	Walmart Organic Ivy Business Case
9	Marketing and Sales	Bringing together the marketing plan	Present the Marketing Plan
10	Marketing and Sales	Management structures	Proctor and Gamble Harvard Business Case
11	Planning Resources	Project operation management	DeGaul Train Station Business Case
12	Planning Resources	Finance and Financing Basics	Break Even Point
13	Financial Plan	Financial Projections	Erudite's Den Sales Pitch
14	Financial Plan	Finalizing the Business Plan	Feedback and Final Editing of Business Plan
15	Business Plan	Final Presentations + group lunch	Present your Plan and Potluck!!