



C103 - Start Your Own Business with Cooking and Catering 490 Hours

Start Your Own Business

Overview

Would you love to be your own boss? Do you have a great idea for a business, but just don't know where to begin? Let us help you get started! Our in-depth course can provide you with a comprehensive introduction on how to start your own business. This is your chance to take that exciting first step toward a new career as an entrepreneur!

Do you have an idea to start your own internet business, or start your own home business? This course is an excellent starting point in learning the fundamentals every entrepreneur should understand and employ.

Our detailed start your own business course offers instruction on a number of business topics, including:

- Entrepreneurial skills
- Home business success
- Types of available small businesses
- The ingredients of a business plan
- Marketing and research
- Small business management
- Managerial accounting
- Budget planning

Outline

Start Your Own Business Module 1

Being an Entrepreneur

- Starting Your Business
- What Is an Entrepreneur?
- Opportunity Recognition
- Characteristics of the Successful Entrepreneur
- Income Statements: The Entrepreneur's Scorecard
- Return on Investment
- Inventions and Product Development
- Financing Strategy: Borrow or Sell?



Start Your Own Business Module 2

Choosing a Business

- Selecting Your Business
- The Power of Positive Thinking
- The costs of Starting and Operating a Business
- What Is Marketing?
- Advertising and Publicity
- Cost/Benefit Analysis
- Market Research
- Basic Business Plan Review

Start Your Own Business Module 3

Running a Successful Business

- Running a Business Successfully
- Your Competitive Advantage: Tactics and Strategies
- Keeping Good Records
- Negotiation
- Consumer Analysis
- Developing Your Marketing Mix
- Sole Proprietorships and Partnerships
- The Production/Distribution Chain
- Technology and Your Business

Start Your Own Business Module 4

Intermediate Business Skills

- Business Communication
- Product Quality
- Cash Flow
- From the Wholesaler's to the Trade Fair
- Trade Fair Financials
- Principles of Successful Personal Selling
- Protecting Your Intellectual Property
- Intermediate Business Plan Review

Start Your Own Business Module 5

Growing Your Business

- What You Need to Know to Grow
- Small Business and Government
- Supply and Demand
- Break-Even Analysis
- Understanding Stocks
- Math Tips to Help You Sell and Negotiate
- The Advanced Sales Call



- Franchising and Licensing: Capitalizing on Your Brand

Start Your Own Business Module 6

Advanced Business Skills

- Dealing with Contracts
- Raising Capital: Other People's Money
- Venture Capital
- Taxation for the Entrepreneur
- Corporations: Limiting Liability
- Putting the Right Management Team in Place
- Bonds and Other Debt-Based Financing Strategies
- Insurance and Other Operating Costs

Start Your Own Business Module 7

Business Ethics & Social Responsibility

- Manufacturing: From Idea to Product
- Future and Present Value of Money
- Ethical Business Behavior
- Building Good Personal and Business Credit
- The Balance Sheet: A Snapshot of Your Business
- Socially Responsible Business and Philanthropy
- Building Lifelong Financial Relationships
- Advanced Business Plan Review

Cooking and Catering

Overview

This home study cooking instruction course is perfect for individuals thinking of starting a catering business or for those who just love to cook.

Designed by professionals in the field, this in-depth cooking instruction curriculum is also an excellent choice for learning the fundamentals of starting a catering business. From preparation to presentation, this professional cooking instruction can help you learn how to prepare high quality dishes your clients and family will enjoy.

Our distance learning cooking instruction course offers an entire module on starting a catering business. This specialized module can teach you about the seven primary functions of a catering business as well as client interaction and business management among other topics. If you've ever considered starting a catering business, this cooking instruction course is an excellent place to start.

The catering and cooking course offers comprehensive career education in many key subjects, including:



- The food service industry
- Menu creation
- Refrigeration and safe handling
- Cooking methods for all types of dishes
- Deserts and baked goods
- Presentation
- Starting a catering business

Outline

Cooking and Catering Module 1 An Introduction to Cooking

- The Food Service Industry
- Sanitation and Safety
- Tools and Equipment
- Basic Cooking Principles
- The Recipe
- The Menu
- Preparation

Cooking and Catering Module 2 Professional Cooking

- Stocks and Sauces
- Soups
- Meats and Game
- Poultry and Game Birds
- Fish and Shellfish

Cooking and Catering Module 3 Professional Cooking (Continued)

- Vegetables
- Potatoes and Starches
- Salads and Salad Dressing
- Sandwiches and Hors d'Oeuvres

Cooking and Catering Module 4 Professional Cooking (Continued)

- Breakfast Preparation
- Dairy Products
- Coffee and Tea



- Food Presentation and Garnish
- The Bake Shop
- Yeast Products

Cooking and Catering Module 5

Introduction to Catering

- What is Catering?
- Types of Catering
- The Client
- The Right Kind of Catering for You
- Choosing Your Clients
- Functions of Catering
- Planning the Event
- Operations

Cooking and Catering Module 6

Introduction to Catering (Continued)

- Organizing the Event
- Equipment Planning
- Implementing the Event
- Pricing the Event
- Insurance and Legal Issues
- Total Quality Management
- The Future of Catering
- Putting it All Together

Cooking and Catering Module 7

Starting a Catering Business

- Working Out of Your Home?
- Writing a Business Plan
- Legal Aspects
- Setting Prices and Estimating Quantities
- Writing a Proposal
- Sales and Marketing
- Crunching the Numbers
- Setting the Stage
- Pulling the Event Off With Ease
- Solving Problems
- Catering Menus