



C104 - Start Your Own Business with Fitness and Nutrition 390 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

Fitness and Nutrition

Proper nutrition and physical fitness go hand-in-hand when working to maintain a healthy lifestyle. This distance learning course offers a well balanced combination of nutrition and physical fitness training to help you take the first step toward a new career in nutrition and fitness. Proper health management is important to a growing number of consumers who are interested in enhancing their lives through increased physical fitness and better nutrition practices. People often rely on persons who have received fitness and nutrition training who can help them turn their lives around. Our fitness and nutrition course offers a comprehensive introduction on a number of key fitness and nutrition topics, including:

- Health and wellness
- Fitness concepts and the ideal exercise program
- Kinds of nutrients and nutrition
- Exercise and stress management
- Protecting the body from injury and illness



- Health promotion and disease prevention
- Digestion and absorption of food nutrients
- Evaluating body composition
- Weight control and dieting
- Steps to planning a workout

Fitness and Nutrition Module 1

- Introduction to Health Wellness
- Physical Health
- Emotional and Mental Health
- Social & Spiritual Health
- Occupational Health
- The Human Energy System
- Understanding Physical Fitness
- Cardiovascular Respiratory Fitness
- Body Composition
- Muscular Strength and Endurance
- Flexibility
- Components of an Exercise Program
- Health Concerns and Common Fitness Injuries
- Tendinitis
- Foot Ailments
- Ankle Sprains
- Leg Ailments
- Knee Injury
- Lower Back Injury



Fitness and Nutrition Module 2

- Healthy Nutrition
- Nutrient Density & Food
- Myths and Reality Regarding Nutrition
- Understanding Nutritional Guidelines
- Body Composition and Weight Control
- Causes of Obesity
- Overweight verses Overfat
- Weight Control
- Fat Percentage and Target Weight Determination
- Cardiovascular Disease and Health
- Arteriosclerosis and Atherosclerosis
- Stroke
- Hypertension
- Controllable Risk Factors for Cardiovascular Disease
- Understanding Cancer
- Cause of Cancer
- Cancer and Nutrition
- Diagnosis of Cancer

Fitness and Nutrition Module 3

- Health Concerns for Women
- Breast Concerns
- Reproductive Tract Concerns
- Eating Disorders
- Exercise During Pregnancy



- Health Concerns for Men
- Male Menopause
- Health Concerns of the Prostate
- Birth Control Methods for Men
- The Dynamics of Stress
- Stress Response
- Physiological Reactions to Stress
- Management of Stress
- The Process of Chemical or Drug Addiction
- Alcohol & Alcoholism
- Effective Drug Education

Fitness and Nutrition Module 4

- Health Concerns of Sexually Transmitted Diseases (STD's)
- Population at Risk
- Chlamydia, Gonorrhea, Syphilis
- Herpes & Genital Warts
- Acquired Immune Deficiency Syndrome (AIDS)
- Health and Aging
- Biological Aging
- Musculoskeletal Aging
- Cardiovascular & Respiratory Systems and Aging
- Chronic Brain Dysfunction
- Nutrition and Aging
- Exercise and Aging
- Environmental Health



- Air & Water Pollution
- Indoor Toxins

Fitness and Nutrition Module 5

- Health Self-Assessment
- Target Areas of Weakness
- Determine an Appropriate Fitness Routine
- Learn Simple and Effective Exercises
- Proper Form and Function
- Empowering Advice
- Staying Motivated
- Strength Training
- Aerobics for Endurance and Cardiovascular Health
- Special Stretches to Increase Flexibility
- Exercise Equipment
- Nutrition & Exercise
- Specific Considerations for Pregnant Women
- Exercise and the Older Participants

Fitness and Nutrition Module 6

- Be Your Own Personal Trainer
- Exploring Health and Habits
- Your Nutrition, Body Fat, Body Types and Muscles
- Assessing Yourself
- Lifestyle and Behavior
- Your Health Screening



- [Planning Your Program](#)
- [The Exercise Menu](#)
- [Good Things to Know About Your Workout](#)
- [The Right Gear](#)
- [Hydration and Heart Rate](#)
- [Demystifying the Gym](#)