



C109 - Start Your Own Business with Nutritional Consultant 290 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

Nutritional Consultant

Overview

Nutrition Consultant training provides students with an understanding of how food nutrition contributes to the prevention of illness and the promotion of optimal health. Students learn to conduct in-depth diet and lifestyle evaluations and to advise individuals on food plans customized to each individual's taste, temperament, and health goals. The fundamentals of whole food nutrition, digestive physiology, metabolism, nutritional biochemistry, and current research are presented. The nutritional terrain covered includes macronutrients, micronutrients, and phytonutrients, based upon current global research and application. Students are trained to work in the community in a wide variety of institutional, school, business, and private practice settings.

You will learn:

- A bio-individualized approach to diet planning
- About high quality supplements as an adjunct to a nutrient-rich diet
- The skills of in-depth diet and lifestyle evaluation



- To understand and evaluate research studies and gather credible information to share with clients
- To prepare and deliver nutrition presentations
- Keys to developing a successful nutrition business

Outline

Nutritional Consultant

Module 1

- Understanding Nutrition
- The Nutrients in Foods
- Nutrition and Health Promotion
- Our Food Choices
- The Healthy Diet
- ABC's of Eating for Health
- Nutrient Recommendations
- The Dietary Guidelines
- Introducing Diet Planning Tools
- Anatomy for Nutrition
- The Digestive System
- Metabolism

Nutritional Consultant

Module 2

- Simple Carbohydrates
- Complex Carbohydrates
- Guidelines for Choosing Carbohydrates
- Hypoglycemia and Diabetes
- A Primer on Fats
- How the Body Handles Fats
- Fat in the Diet
- The Function of Body Proteins
- Protein Quality of Foods
- Protein and Health
- The Vegetarian Diet

Nutritional Consultant

Module 3

- Two Classifications of Vitamins
- Minerals
- Antioxidant Nutrients
- Nutrients for Healthy Blood & Bones
- Vitamins, Minerals and Energy Metabolism
- Water Minerals and Fluid Balance



- Phytonutrients in Foods
- The Impact of Fluids on Nutritional Health
- Caffeinated Beverages
- Alcohol

Nutritional Consultant

Module 4

- Nutrition and Fitness
- The Components of Fitness
- Energy for Exercise
- Fuels for Exercise
- Protein Needs for Fitness
- Vitamins and Minerals for Exercise

Nutritional Consultant

Module 5

- Nutrition through the Life Cycle
- Pregnancy & Infant Health
- Early and Middle Childhood Nutrition
- The Importance of Teen Nutrition
- Nutrition in Later Life
- Food Safety
- Foodborne Illnesses
- Safe Food Storage
- Food Additives
- New Technologies on the Horizon