



C110 - Start Your Own Business with Photography 310 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

Photography

Overview

If you ever thought about taking photography courses, this is an excellent place to start! Our photography courses provide an in-depth look at everything from photography basics to a digital photography course component. Whether you are an avid photographer, or haven't picked up a camera in years, this photography courses can help you fine tune your photography skills and revisit the ever-important photography basics.

Our photography courses offer a comprehensive look at a number of important photography topics, including:

- Photography basics
- Cameras, lenses, and accessories
- Shutter speed, aperture, and focus



- Color sensitivity
- The elements and functions of composition
- Creative photography techniques
- Working with light
- Digital photography course module

Outline

Photography Module 1

The Basics of Photography

- Facets of Photography
- The Role the Photographs Play
- Styles and Approaches
- Lighting and Image Forming
- Wavelengths and Colors
- How Light Forms Images
- Lenses and Their Controls
- Depth of Field and Focus
- Cameras: The Essential Components
- Twin and Single Lens
- Extra Lenses
- Close-up Equipment
- Camera Movements
- The Mechanics of Movements
- Subject Lighting
- Practical Lighting Problems
- Organizing the Picture
- Commercial Requirements

Photography Module 2

Picture Processing, Finishing and Printing

- Camera Films and Filters
- Black and White Films
- Choosing a Film and Filter
- Exposure: Equipment and Methods
- Built-in Meters
- Measuring Exposure (flash)
- Film Processing
- Processing Machines
- Darkroom Organization



- Printing Papers
- Black and White Printing Techniques
- Controls During Enlarging
- Common Print Faults
- Image Reduction, Bleach-out
- Image Reduction
- Mounting Methods
- Style of Presentation

Photography Module 3

Digital Photography Techniques, Part 1

- Master Your Camera
- Choose the Image File
- Control Your Camera's Light Sensitivity
- Shoot for Digital Editing
- Choose Good Lighting
- Shooting in Haze or Fog
- Shoot with a Built-in Flash
- Prevent Red Eye
- Control Exposure
- Choose the Appropriate Metering Mode
- Avoid Blown-out Highlights
- Achieve Sharp Focus Using a Tripod
- Show Action Using a Slow Shutter Speed
- Control Depth of Field
- Understanding Focal Length
- Assess Shooting Conditions
- Work to Develop Your Style

Photography Module 4

Digital Photography Techniques, Part 2

- Creative Photo Techniques
- Shoot Color for Dramatic Photos
- Control Reflection with a Polarizer
- Shoot Photos for a Panorama
- Shooting Patterns and Shapes
- Edit Images with Adobe Photoshop
- Learn the Best Editing Sequence
- Keep Track of Your Edits
- Create a Panorama
- Protect and Preserve Original Photo Files
- Edit Photos for Use on the Web
- Adjust Tonal Range
- Correct Color with Photoshop
- Fix Under- and Overexposed Photos



- Improve Image Contrast with a Levels Layer
- Make Photographic Prints
- Sharpen a Digital Image
- Share Digital Photos Online
- Create a PDF Slideshow
- Create a Photo Calendar

Photography Module 5

Employment vs. Your Own Business

- Paths to the Photo Business
- The Serious Photographer
- Differing Business Models
- Five Truisms of the Photography Business
- Three Stages of Career Development
- Realistic Timeframes
- Effectiveness and Efficiency
- A Business Model
- De-Mystifying the Photo Business
- Deciding Your Business Type
- Valuing Your Company
- Business Taxes
- Photography Marketing
- Analysis of Marketing Strategies
- The Psychology of Choosing
- The Status Pyramid

Photography Module 6

Your Own Photo Business

- Sales Basics
- Negotiation Sticking Points
- Running a Photography Business on the Web
- Deciding on Web Design and Content
- Understanding Search Engines
- Images Online
- Sales: Payment Methods
- The Stock Photography Business
- The Stock Industry in the Digital Age
- Property Releases
- Art, Books, Exhibitions, Presentations
- Physical Ownership and Rights of a Photo
- Photo on the Web
- Other Countries Usage