
Associate Product Manager Manufacturing
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Instructor’s Manual PowerPoint Presentations Test Bank
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Preface: How to Use the Instructor’s Manual

The Instructor’s Manual for *Creating a Winning E-Business, Second Edition* is created to provide you with ideas for teaching a course in e-business entrepreneurship. Example course syllabi and teaching ideas are included. Information is presented in a chapter-by-chapter format that includes:

- Lecture and class presentation ideas
- Quick quizzes
- Topics for class discussion
- Additional project ideas
- Useful links
- Key term definitions
- Solutions to end-of-chapter questions and projects (separate files)

The lecture topics follow the section-by-section format of the book and are intended to give you a range of ideas for your classroom presentation. These topics can be supplemented with the PowerPoint slides that are included in the Instructor’s Resource. You may want to add your own slides as you develop the course and expand on the lecture ideas.

Students often learn from open discussion of entrepreneurship and e-business topics. For this reason, suggested discussion questions that require students to consider their own entrepreneurial abilities, the risks, challenges, and rewards of entrepreneurship, and the role changing technologies play in creating and operating a successful e-business are included. All of the discussion topics are meant to be thought-provoking and to help students apply what they are learning.

Finally, you will find solutions to the end-of-chapter review questions. Because student solutions to the exercises, case projects, and team projects will vary, suggested solutions, useful tips, and helpful online sources are provided for these activities.

We wish you an enriching course experience, and we thank you for selecting our book.

- Describe the financing issues associated with an e-business startup
- Discuss the role of informal investors in an e-business startup
- Identify issues important to venture capital investors

(continued)

- Pitch your e-business idea to investors
- Discuss the advantages and disadvantages of business incubators

Creating a Winning E-Business Second Edition, Chapter 4 2 Learning Objectives (continued)

Starting a new e-business:
- building a Web site prototype,
- conducting...

Build a winning business team! Bob Adams explains how to involve your employees and get them to work together toward the bigger picture.

- Learn how to build your business plan from scratch! This course walks you through every step and includes a fill-in-the-blanks template and a complete sample plan.

- Do you need help creating your business plan? We’ve got you covered. Take a look at our course How to Create a Business Plan. Do you want to be walked step by step through the entire process of starting a business? Check out our ultimate course, Start-a-Business 101. Creating a Winning E-Business, Second Edition illustrates the processes involved with planning, starting, and marketing a new e-business in today’s environment.

Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

What people are saying - Write a review.

We haven't found any reviews in the usual places. Starting a business requires analytical thinking, determined organization, and detailed record-keeping. It’s important to be aware of your competition and either appropriate or improve upon their successful tactics. You’ll almost certainly end up working harder for yourself than you would for someone else, so prepare to make sacrifices in your personal life when establishing your business.

To achieve business success you need to be organized. It will help you complete tasks and stay on top of things to be done. A good way to be organized is to create a to-do list each day. As you complete each item, check it off your list. This will ensure that you’re not forgetting anything and completing all the tasks that are essential to the survival of your business.