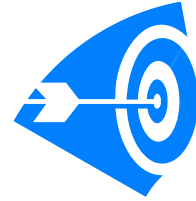


Starting A Successful Business

Naperville Campus
Fall Session 2009



TIME Thursday: 6:30 – 9:30

COMPETENCES

- H-1-X Can evaluate personal abilities in light of group needs and then work with a group to achieve a common goal.
- H-2-C Can identify an organizational problem and design a plan for change based on an understanding of change theories or models.
- S-2-D Can describe, categorize and analyze the interactions and exchanges between living organisms and their physical environment.
- FX Can integrate diverse areas of a new business idea and then write and present a feasibility study that analyzes whether this idea should be pursued or ignored.

GENERAL COURSE DESCRIPTION

Not all new ideas are good ones and all ideas must be evaluated in light of the marketplace and culture into which it is to be presented. Students learn evaluation techniques for determining the business feasibility of a new idea, methods of performing a market analysis with special focus on spotting marketing and demographic trends. Once an idea is proven feasible, effort must be put into creating a legal business entity within which that idea can become a functional business reality. Students learn the details associated with starting a functional new business with the ultimate goal of this course being the writing of a 10-15-page business plan for a new product or service idea.



Ed Paulson, Ph.D.

INSTRUCTOR BACKGROUND

Ed Paulson is an experienced business manager, engineer and entrepreneur who holds an MBA. He has written several financial analysis books related to mergers and acquisitions. Ed has over 30 years of industry experience in places like Chicago, Austin, TX and Silicon Valley and has taught for DePaul SNL since 2001. He can be reached by phone at 630-960-3299 or email at author@edpaulson.com.

Turn Your Business Idea Into Your Next Job

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