

Entrepreneurship

OLC Course Recommendations

Competency Definition

Identifies opportunities to develop and market new products and services within or outside of the organization. Is willing to take risks, initiates actions that involve a deliberate risk to achieve a recognized benefit or advantage.

OLC Component Titles

Competitive Factors in Strategic Marketing

COURSE TSA-MKT-COMPFACTORS-0001

Description: You've got a great idea for a new product or service for your organization, or a major enhancement for an existing one. Now you've got to present the case to the decision-makers to go forward. What kinds of topics should you include in your strategic marketing plan? In this course you'll learn exactly what to consider as you develop and present your plan, including market data and competitor capabilities. Then you'll want to plan out the target deadlines for each task required to make this plan happen. You'll find it all in this course. **Duration=2.5**

Decisions and Risk

COURSE TSA-PD-DECISIONRISK-0001

Description: Your success as an organizational leader depends on your ability to make decisions. Even though you may have extensive experience making tough business choices, a constantly changing business environment demands relentless skill improvement. This course sheds light on the decision-making process by moving from practical methodologies to decision-making intelligence. Build both quality and commitment into your decision-making process by incorporating the information in this course. **Duration=2.0**

Elements of Marketing Strategy

COURSE TSA-MKT-ELEMKTSTRTRY-0001

Description: You want to develop a powerful, and well-documented marketing strategy in order to get your new product or service approved. This course is designed to give you a strong start in developing your marketing vision, direction, and ultimately a plan. You'll get an overview of the key factors encompassing the broad scope of strategic marketing. You'll be able to discuss cost structures and their influence on your marketing strategy. The impact of product life cycles on your markets is another focus. Methodology to achieve or increase profitability is another featured section of this course. Apply the best thinking and research techniques to the development of a superior market strategy plan to gain the backing you need to be successful. **Duration=3.0**

Risk Basics

COURSE TSA-PD-RISKBASICS-0001

Description: In today's management revolution, risk is an inherent factor. Your success depends upon an ability to understand and operate in a mine field where opportunities abound, but disaster could strike at any moment. Avoiding disaster is no longer left to luck, but is carefully controlled through risk management. The information presented in this course on risk and hedging techniques are vital survival tools for today's corporate environment. When the task is difficult and the risk is real, how comfortable are you? This course can bolster your management and leadership abilities by increasing your comfort level with risk management. **Duration=2.0**

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Risk Strategies: The Cutting Edge

COURSE TSA-PD-RISKSTRATCUTEDG-0001

Description: This course explores seldom-discussed topics vital to your risk-taking strategies. Maintaining a balance between risk and recklessness depends upon your knowledge of business, people, and that little bit extra. That little bit extra in creativity and values can mean the difference between being at the cutting edge or falling off. **Duration=2.5**