

ESL Fall Semester 2020

The American Entrepreneurial Experience

Instructor: Charles A de Andrade

Book Used As Background: The Entrepreneur Mind: 100 Essential Beliefs, [Kevin D. Johnson](#) | Jan 22, 2013 Available on Amazon ISBN # 978-0-0884797-0-8.

Course Goals: To aid students in understanding the American Entrepreneurial Experience, to examine different entrepreneurial individuals and learn some of the language and tools used within the business startup including concept development, hiring, and financial forecasting and reporting. Examining franchise versus new startup experiences.

Course Objectives: To improve the students understanding of language and thought process related to the creation of businesses. To answer questions related to the experience of starting a business. To learn the language related to budget preparation and financial forecasting. Understanding failures that led to successes. Examining the American Culture surrounding the workplace.

Class Time Structure:

9:30 AM – 9:45 AM – Meet and Greet – Introduction of each student, giving one key desire for attending the class, giving one question the student would like to have covered during the class session.

9:45 AM – 10:00 AM – Takeaways from last weeks class, questions coming from last week's class

10:00 AM - 10:45 AM – New Topic Being Covered Each week:

September 12 – The Entrepreneurial Experience

September 19 – Examining Successful Entrepreneurial Experiences – part 1

September 26 – Examining Successful Entrepreneurial Experiences – part 2

October 3 – Examining Successful Entrepreneurial Experiences – part 3

October 10 - Learning From Failures

October 17 – Getting Up when knocked down

October 24 – - Examining Concept Development – Where do businesses come from

October 31 - Taking The Risk – Understanding what is needed, understanding providence – you have been placed in this time, in this location, with your own unique gifts and experiences – making the best with what you have been given.

November 7 – Team Building – Hiring, Firing, The Human Dynamic

November 14 - Budgeting Language and Thought Process, Financial Language and Thought Process

November 21 - GAAP, Cash and other important language and thought processes

November 28 – Thanksgiving Break

December 5 – Final Items – Additional topics to be considered

December 12 – Questions – What have we learned this semester - Review

December 19 – Christmas Party – Invitation to visit with Scribblers Christian Writers Group
Christmas Gathering (COVID Permitting) Details To Follow – Experiencing One Entrepreneurial
Team success

10:45 AM – 11:00 AM – Questions and Answers, Takeaways form this week’s class

11:00 AM – 11:15 AM – Preparation for Second Half of Class – Bible Study – (Break)

11:15 AM – 12:15 PM – Bible Study

Bible Study: The Book Of John

September 12 – John 1

September 19 – John 2

September 26 – John 3

October 3 – John 4

October 10 – John 5

October 17 – John 6

October 24 – John 7

October 31 – John 8

November 7 – John 9

November 14 – John 10

November 21 – John 11

November 28 – Thanksgiving Break

December 5 – John 12

December 12 – John 13

On Instructor: Charles de Andrade: Currently serve as CFO/COO for VIMaec, a Software Company based in Atlanta Georgia. I have owned a restaurant business, and currently also own Bee Natural Products, marketing products made by beekeepers and am a published author with six books, and founder and managing director of Scribblers Christian Writers Group. I am also in the process of starting Scribblers Press, a book publishing business and sit on the board of Northampton Press, a small Christian publisher specializing in Puritan works.