

Syllabus for the Special Topics Module

Welcome to the *Special Topics Module*! There are a number of issues which can be important to a particular venture, and we have bundled them together in this module. Everyone should know something about e-commerce, and we have a unit addressing this vital issue. We also have a unit on fraud prevention, which is a massive problem for entrepreneurial ventures. We believe that one of the primary factors in small business failure is fraud. We want to help you learn to prevent fraud in your own venture.

In addition, we will look at a particular issue which we believe is vitally important: problem identification. Most of our time seems to be spent in trying to solve problems; but would it not be much better to avoid problems in the first place? Finally, we will address intrapreneurship, or the practice of entrepreneurship in a large organization. We will explore how an established operation can become more innovative and creative.

First, view the *E-Commerce* video, and read the pdf workbook that accompanies it. This video will teach you about the advantages a web-based store can have, and how to capitalize on the Internet to build an entirely virtual business. We will also look at using a web presence as a supplement to a bricks and mortar operation. Finally, we will look at using the web as an advertising vehicle.

Secondly, view the *Preventing Fraud* video, and read the pdf workbook that accompanies it. This video will teach you about technical, mechanical, and accounting aids, about trend analysis, and the vital role of customer complaints. We will explain how something as simple as being careful with your trash can help prevent fraud. We will examine how to ensure an ethical climate, and how to implement fraud deterrent practices.

Third, view the *Problem Identification* video. This video will teach you to be sensitive to your environment and to recognize the potential for problems. We will talk about creative problem solving and anticipation of the unknown.

Fourth, view the *Intrapreneurship* video, and read the pdf workbook that accompanies it. This video will teach you about organizational practices which can foster innovation and creativity. We will examine the driving factors in a large enterprise, and show you how to craft an environment which can support creativity.

