

# Entrepreneurship Career Pathway

English language skills to achieve their dreams

Immigrants, refugees, and speakers of other languages are among the most influential and innovative entrepreneurs in the United States. Brands you may instantly recognize, eBay, Pfizer, and Intel, to name a few, were all founded by immigrants, as well as over 30 million U.S. other small businesses. The COVID-19 pandemic has a disproportionately negative impact on immigrant communities, including diminished access to healthcare, educational, and employment resources.

As recently as 2019, reports show immigrants tend to be more entrepreneurial than the rest of the nation, accounting for 21% of all business owners in the U.S. while only making up 14% of the population ([New American Economy](#)). In an effort to support speakers of other languages with finding success in launching and sustaining their burgeoning businesses, EnGen has created our Entrepreneurship career pathway. This course serves as an onramp to bootcamp or certificate programs and prepares learners for every step of the business-building journey, including:

## PLANNING YOUR BUSINESS

Learners will evaluate their own skills and resources as well as analyze target markets and competition. The course helps learners to develop a business concept and write a detailed business plan.

## BUILDING YOUR BUSINESS

This unit gives an overview of financial necessities related to starting a business (e.g. getting an ITIN, applying for a loan, etc.). Learners will explore funding resources, estimate startup costs, and familiarize themselves with various business structures. Further, learners will research business structures and bureaucratic issues including registration, permits, and licenses.

## MARKETING YOUR BUSINESS

Course participants will be able to understand various aspects of a marketing toolkit: advertising, publicity, and promotions. Learners will also explore different marketing strategies and ways to create a brand. At the end of this unit, learners will become familiar with web-based and social media marketing strategies.

## MANAGING YOUR BUSINESS

This unit familiarizes learners with necessary technologies. Learners will read about employment and business laws, regulations, and learn how to plan for handling emergencies and contingencies through management and leadership soft skills.

## GROWING YOUR BUSINESS

Learners will gain an understanding of different types of funding for business growth and raising capital. This unit will help learners give presentations, pitch to potential investors and explore various ways to grow their business including acquisition, new locations, federal contracts, and more.

**EnGen's Entrepreneurship pathway serves as an on-ramp to future training and certificate programs for English Language Learners who are small business owners and aspiring entrepreneurs. Discover our full list of career pathways. Reach out to one of our workforce development specialists for a custom demo.**