**I. WHAT IS BUSINESS**

Entrepreneurs live out God’s cultural mandate through the ownership and production of private property. Starting a business is equal part vision, technical skill, and ability to implement. By growing your technical skills you glorify God.

**II. WHO ARE CUSTOMERS**

How should we interact with and treat our customers and clients? Is the customer always right? Biblical commandments and parables show that we are our brother’s keeper and that we are to love our neighbor as ourselves. This course focuses on engaging clients by understanding how and why customers buy.

**III. WHAT IS CAPITAL**

What are the resources needed to start a business? How do investments affect a company? Capital is the sum of assets an entrepreneur uses to fuel their business and is both a responsibility and a blessing. This course explores how to acquire capital and deploy it wisely.

**IV. HOW TO BE ACCOUNTABLE**

Who holds entrepreneurs accountable? In short, we are answerable to God for our work on earth. Entrepreneurs have the responsibility of understanding concepts such as profit and loss and economic calculations to better allocate resources and make wise decisions.

**V. HOW TO BE LEGAL**

How does political and economic liberty affect business? Scripture makes clear our responsibility to abide by the governmental order. During this course learn the implications that the law has on business.

**VI. HOW TO TREAT EMPLOYEES**

Should a Christian employer have a unique relationship with his or her employees distinct from a secular employer? The Bible has much to say about the interactions between subordinates and superiors. The difference is love. This study provides best business practices for Human Resource Management with a focus on loving our employees like Christ.

**VII. WHAT TO DO WITH PROFITS**

Are profits inherently evil? No. In fact, large profits show that resources have been rightly allocated to their highest valued ends. Profits provide the opportunity to invest wisely and multiply the blessing. This course explores the re-deployment of profits to further grow a company.