

INNOVATE & ACCELERATE YOUR BUSINESS!

ENROLL IN THE

Business & Entrepreneurship Advancement Program:

Engaging Entrepreneurs for Better Business Results:
RECOVER. RESTORE. RENEW!

JUNE 8 – JULY 27, 2021

Hybrid Format (face-to-face and virtual) with limited In-Person Seating on Tuesday and Thursday Evenings (6:00 – 9:30 PM)

REGISTRATION FEE: \$200

Scholarships Available to participants with financial need.

Contact **225.921.3890 | 225.771.5191 | edauniversitycenter@sus.edu**
for registration and for more information

For information on the course please check our website at www.subruniversitycenter.org

COURSE SCHEDULE

Session 1

Introduction to the Entrepreneurial Process:

"Passion is energy. Feel the power that comes from focusing on what excites you." Oprah Winfrey

6:00 PM June 8 & 10, 2021

Session 2

Market Assessment and Research:

"If we knew what we were doing, it wouldn't be research." Einstein

6:00 PM June 15 & 17, 2021

Session 3

Understanding Basic Accounting and Finance:

"If It Don't Make Dollars then It Don't Make Sense!"

6:00 PM June 22 & 24, 2021

Session 4

Building the Entrepreneurial Team

(Leadership Strategies):

"None of us is as strong as all of us."

6:00 PM June 29 & July 1, 2021

Session 5

The Legal Aspects of Your Business and Branding Yourself:

"As the LAW turns."

6:00 PM July 6 & 8, 2021

Session 6

Technology in Business:

"What the TECH is going on?"

6 :00 PM July 13 & 15, 2021

Session 7

The Business Plan:

"Putting It All Together"

6 :00 PM July 20 & 22, 2021

Session 8

Resources Acquisition & Conversation with Successful Entrepreneurs:

"Your brand is the single most important investment you can make in your business."

6:00 PM July 27 & 29, 2021



Who Should Apply?

Individuals who desire to start a business, have already started a business, or have been in business and want to grow their business. The target audience consists of business owners, aspiring entrepreneurs and students.

HOSTED BY

 **EDA University Center for Economic and Entrepreneurial Development, COB, Southern University, Baton Rouge**

PROGRAM HOSTS

 **SOUTHERN UNIVERSITY**
College of Business

 **SOUTHERN UNIVERSITY**
LAW CENTER

 **AACSB**
ACCREDITED

Sessions led by experienced and credentialed practitioners and university faculty

Program designed to help participants develop recovery strategies if impacted by the COVID-19 Recession. Specific session on Top Technology needed By businesses including resources to gain certifications.