

2020 Business Series

What's your **Plan B**(usiness)?

Entrepreneurship I

Do you have what it takes to be an entrepreneur?

Discover and develop entrepreneurial attitudes and behaviors

Apply entrepreneurship successfully on your current job

Implement big business strategies in your small business

Access the wealth of free tools available to help you succeed



Entrepreneurship

Its not just about running your own business...its about ownership, creativity, innovation, and security



Small Business BluePrint

Learn the best type of organization for your business...LLC? Corporation? Non Profit?



The Psychology of Business

Understand the *hows* and *whys* behind successful business strategy



Social Media & Business

Leverage social media power to grow and market your business



GoogleTools

Use free tools to organize, plan, and manage your business from anywhere



WordPress

Effortlessly build/manage your business website and blogs



Excel for Business

Create and format workbooks, perform calculations, and create charts and graph to analyze your financial data



Financial Instruments and Tools

Review financial institutions, regulations, and banking. Discover the different types of financial tools optimal for your business



ENTREPRENEURSHIP

6 HOURS

Course Objectives:

This course begins with a pre-assessment to ask and answer questions critical to successful entrepreneurship. It progresses with an introduction to the creative and innovative managerial practices of successful entrepreneurship. This course reviews the significant economic and social contributions entrepreneurs provide to society, the intense lifestyle commitment, and the skills necessary for entrepreneurial success. Provides an overview of the entrepreneurial process.

Students will become familiar with innovative ways to supplement their current income. Students will also learn “entrepreneurial” practices that can be implemented in their current positions to increase ownership and productivity on their jobs.

At the end of the course, students will understand the entrepreneurial mindset and the effectiveness of adopting that mindset in business operations, as well as on their current job.



SMALL BUSINESS BLUEPRINT

20 HOURS

Course Description:

Do you have a business idea? Invention? Or are you just tired of the rat race? Well, starting your own business has probably crossed your mind, but then you asked: how do I start? Where do I go from here? Should I file a Corporation, LLC, S Corp, sole proprietorship? What's the difference? Do I need a lawyer and what will it cost? Do I need an accountant too? Discouragement, overwhelming information, and too many options can, did or will deter you from pursuing your dream, or perhaps you decided to just wing it – but even that isn't quite working out! Starting a business is actually much simpler today in the United States than ever before anywhere in the world. All the confusion and fear can be mitigated by a simple understanding of the business and financial rules in this country. In this Foundation SMB Course participants will gain an understanding of the basic necessities to get a business up and running in full compliance with local and federal regulations, along with the knowledge of how to structure the business for maximum proficiency to attain goals and objectives. Basically, if you want to successfully play in the sand pit, you need to know the rules of the pit!

Participants will learn:

- The legal requirements of establishing and running a business
- The difference between different business entity structures
- Where, why and how to establish a business entity
- The costs associated with establishing a business
- Implementations that will help with the credibility of the subsequent business
- What relationship with other companies are necessary to establish

At the end of the course, students will understand which legal organizational structure best meets their existing or proposed business. They will also be familiar with the resources necessary to register their business and the costs associated with it.



PSYCHOLOGY OF BUSINESS

8 HOURS

Course Description:

The psychology of business is a course that will allow the registrant the opportunity to learn techniques and behaviors associated with the “why” behind some of the most talked about business moves seen today. This course will be fun and educational to the learner; providing a chance to find your place with in a corporation apart from solely performing as a employee; but identifying the purpose of being more than just an employee and its long term results.

Weekly Topics

- Psychology: more than a session on the couch
- The Integration of Psychology and Business: “think” business... “Be” Business
- What is Industrial and Organizational Psychology: The Message is in the Details
- Project assignments and discussions: Help! I need an I/O Psychologist
- Project Design and Discuss
- Final Presentations of Projects: Pt 1
- Final Presentations of Projects: Pt 2
- The “New” employee: How to implement learned techniques to my work environment

At the end of the course, students will understand how businesses make the decisions they do, the psychological mindset, necessary for business success, and how to incorporate that mindset in their jobs or in their businesses.

Students will apply what they have learned in a class project.



SOCIAL MEDIA FOR BUSINESS

8 HOURS

Are you interested in setting up a Facebook account, do you have something to tweet about, how about blogging your favorite recipe or a review on the latest movie? When was the last time you connected with your friends from high school, college, or the old neighborhood? This course introduces social media to beginning social media users. Participants will create Facebook and Twitter accounts, learn how to add friends and contacts, as well as filter unwanted content, set security settings, upload pictures and videos, and maintain their accounts.

Course Outcomes

- Participants will create social media accounts
- Participants will understand how best to utilize these accounts both personally and professionally
- Participants will understand security settings and levels, and learn when to use each
- Participants will locate and communicate with friends, family members, and business associates
- Participants will learn the basics on how to leverage social media marketing to bring no/low cost awareness to their products and services

At the end of the course, students will understand how to leverage social media tools for low/no-cost marketing and advertisement for their business.

Students will create/modify social media accounts for optimum effectiveness and reach.



GOOGLE TOOLS

9 HOURS

Save money and time by learning how to access free word-processing, spreadsheet, and presentation software tools online

Use free Google Tools to:

- Create documents, spreadsheets , presentations,
- Collaborate / Share
- Create forms, tabulate results
- Share documents, photos, videos with friends/family
- Video Chat
- Store data “in the cloud” / access from anywhere
- Upload/edit/share videos on YouTube / Create your own channel
- Customize phone number that rings on any phone
- Customize email account, access from anywhere.
- Surveys / Feedback: Summarize results for action and more...

Students will have hands-on experience with these free business productivity tools from Google.

Students will understand how to operate like their larger counterparts “free” of charge!



WORDPRESS – 18 HOURS

Web design is the planning and creation of websites. This includes the information architecture, user interface, site structure, navigation, layout, colors, fonts, and imagery. All of these are combined with the principles of design to create a website that meets the goals of the owner and designer. Create a viable functional website using free web design tools and incorporate creativity. See how easy it is to create your own professional looking websites.

Topics include incorporating:

- Images
- Audio
- Videos
- Hyperlink
- Content Blogs

Students will develop a functioning website and blog to support their business operations.



EXCEL FOR BUSINESS

6 HOURS

Course Description:

This course covers the basics of Microsoft Excel. Course is targeted to students who have completed the business series, however, it provides an overview of the knowledge and skills you need to get the most out of Microsoft Excel.

Students will learn the Excel interface, create and format worksheets, make calculations, create formulas, use functions, create charts, and use tools to analyze data meaningfully. In addition students will learn how Excel is integral in creating the financial statements for their business plan.

Students will create spreadsheets, and charts, to perform calculations, track business performance, and perform data analysis of their business operations.



BUSINESS FINANCIAL INSTRUMENTS AND TOOLS 8 HOURS

Course Description:

In this class, students are presented with an overview of the volatile landscape of business operations, and how they were impacted by the recent financial crisis. Students will review the roles of financial institutions in business, processes as well as financial regulations. Students also become familiar with the Federal Reserve System and international banking. Explore concepts of risk, return, asset class, technical analysis and more. Discover the different types of tools and when to use which ones optimally for your business.

Students will learn :

- Asset Classes
- Risk versus reward
- Federal Reserve and interest rate policy
- Difference between fundamental and technical analysis
- Overview of financial statements and analysis
- Time value of money,
- Management of cash flow, risk and return,
- Financing sources

Students will understand the financial tools available for businesses and which tools help to optimize on-going business operations.

2020 Business Series

What's your **Plan B**(usiness)?

Entrepreneurship II

Minding Your Business

One of the primary reasons small businesses under-perform is their failure to implement the practices that make their larger counterparts successful.

This series is designed to help entrepreneurs understand the management practices of owning a successful business.

Learn first hand how to organize, plan, and execute your company's projects, track your finances accurately, and discover and apply management practices that will help your company achieve success.



Project Management Overview

Learn which project management practices are directly related to project success. Understand how project success means business success.



Microsoft Project

Plan out your project's activities, resources, and costs, and track its progress.



QuickBooks

Manage your customers, vendors, and tax information in an easy to navigate software.



Operations Management

Understand how all aspects of your company work together to deliver quality products and services.



Business Plan Writing Seminar

Review the required components of the business plan: Mission Statement, Company Description, Products/Services, Market Analysis, Management Team, Cash Flow, Executive Summary.



Business Plan Writing Workshop

A business plan is critical for attracting investors, and is a roadmap to guide your business operations. Develop a working business plan.



Financial Instruments II

Delve deeply in understanding financial terms, time value of money, dividends, perpetuities, annuities, trusts, investment grades, and Income Statement.



PROJECT MANAGEMENT OVERVIEW 4 HOURS

Course Description:

We are all project managers on a regular basis. Sometimes this happens in our workplace; often it is at home while parenting or in community service. At the end of this overview course, participants will begin to grasp the way projects begin and flow; and how to identify and address potential weaknesses and challenges. Participants will gain an understanding of the project management process and learn approaches to achieve successful project performance.

Participants will learn:

- Fundamentals of project management
- How to design a Project management cycle Assessment and evaluation criteria Tools to effectively manage a project.
- Project Management Professional (PMP) and Certified Associate in Project Management (CAPM) requirements

At the end of the course, students will understand the integral role project management plays in business operations. They will understand how to manage conflicting priorities and constraints to successfully complete their projects on time, and within budget.



MICROSOFT PROJECT

8 HOURS

Course Description:

Participants will use Microsoft Project to gain knowledge and skills to build, maintain, and control the project plan. Whether you are a project manager, PMP, or an individual responsible for scheduling, estimating, controlling, budgeting, or staffing the project, the course will provide you with the tools to accurately optimize these processes. Microsoft Project allows you to effectively manage the constraints of any type of project; either personally or professionally.

Participants will learn how to:

- Create the project plan
- Estimate task durations and dependencies
- Establish deadlines and constraints
- Create the task calendars
- Work with resources
- Predict project outcomes Analyze resource utilization
- Track project performance

At the end of this course, students will know how to use Microsoft Project to track their project activities, costs, and resources, and make adjustments as necessary to ensure project success.



QUICKBOOKS FOR BUSINESS 8 HOURS

Learn to use QuickBooks to manage your business' finances.

Topics Include:

- Learn to navigate the QuickBooks workspace and become comfortable with using shortcuts, menus, and icons.
- Learn to start, backup, and restore company files.
- Learn how to add new accounts.
- Learn how to create new customers, vendors, service items, and inventory items.
- Learn about forms.
- Learn how to enter sales receipts, invoices, and credit memos.
- Learn how to enter credit card transactions.

At the end of this course, students will know how to use QuickBooks to track their business activities including: customers, sales, vendors/suppliers. They will also create and run standard financial statements: Balance Sheet, Accounts Receivables, Accounts Payables.

Students will reduce tax preparation costs by utilizing this software.



OPERATIONS MANAGEMENT

15 HOURS

Course Description:

This course provides an overview of the functional activities necessary for the creation/delivery of goods and services. Topics covered include: productivity; strategy in a global business environment; project management; quality management; and other subjects relevant to the field.

Course Topics & Objectives

The course goal is to define operations management and the role of the operations manager in making strategic OM decisions in relation to the following objectives:

- 1. Distinguish the differences between goods and services as well as the options that exist in the selection, definition, and design of products and services**
- 2. Appreciate the role of quality and statistical quality control in operations management. Understand the operations manager's role in defining and building a total quality management system that identifies and satisfies customer needs**
- 3. Understand the importance of strategies to achieve competitive advantage in a global environment**
- 4. Understand the components of project management including planning, scheduling, and controlling projects**
- 5. Understand the purpose of forecasting, different methods used to forecast, and evaluation of forecasting error**

At the end of this course, students will understand the different techniques in handling goods versus services, and how to effectively manage their business operations to increase profit/revue and reduce losses/expenses.



BUSINESS PLAN WRITING SEMINAR 4 HOURS

Course Description

There are billions of dollars available in free funds for Housing, Businesses, Education, Medical Expenses, Minorities, Women, and Research Projects. Each year millions of dollars in grant monies are returned because of lack of qualified applicants. Why not get the funds you need to finance your dreams and goals! Participants will learn about the sources and types of grant funds available. This class covers techniques to apply to find a match suitable for you, your project, or your business. The grant proposal format is explained. Participants will also become familiar with the components of the Business Plan, a necessary components of the grant proposal. The class concludes with valuable grant and business writing tips that will increase your chances of getting funded.

Participants will learn:

- The types and sources of funds
- Planning essentials/how to gather information
- How to increase odds of getting funded
- The difference between public/private sector funds
- The business plan proposal format.
- Business plan writing tips
- Reasons why small business fail
- How to design a plan to fit your business
- The do's and don'ts of proposals
- 10 questions to ask about your plan
- How to make the proposal work

At the end of this course, students will understand the different components of a business plan, and will be provided a template to complete one.

Student will understand how to gather/obtain information and credible sources for their plans.



BUSINESS PLAN WRITING WORKSHOP 20 HOURS

A carefully written business plan is critical for attracting potential investors, vital to potential funding sources, and is an indispensable guide for business operations. The objective of this course is to familiarize students with the essential elements of a business plan. Participants will organize their thoughts, concepts, and strategies, and incorporate them into this valuable and necessary business tool. Participants will become skilled in gathering information, performing an analysis of their business idea, and completing a business plan. Participants will also learn to use the business plan as a business start-up, continuing operations-, or business expansion- guide.

Participants will create the following:

Executive Summary: Summarizes everything for a "quick read" that tells potential investors what they'll find in the details of your entire business plan. This section is written last.

Company Summary: Tells potential investors about your company and its history.

Product and Services Summary: Introduces your readers to the products and/or services you will be selling.

Market Analysis Summary: Help readers understand your organization by helping them understand your industry.

Marketing Strategy: Explain how your marketing strategy will contribute to the success of your business.

Management Summary: Put your management team on "Center Stage". This could be the KEY to getting the money you need.

Financial Statements (Income Statement, Balance Sheet, Cash Flow Statement, and Budget): Show ALL of the needed financial information to support your position, current and future.

At the end of this course, students will have created a business plan with all of its components.

Students will be able to utilize this plan for funding, operations, and as a roadmap to business activities.



BUSINESS FINANCIAL INSTRUMENTS AND TOOLS II 8 HOURS

Course Objectives:

In this class, students will delve deep into commonly used terms such as annuities, bonds, and dividends. They will understand the meaning of these terms and gather the appropriate knowledge to properly invest and profit. Students will review asset valuations and dividends, income statements, perpetuities and the reasons a stock price fluctuates. Students also become familiar with the time value of money investments grades. They will also explore concepts of bonds, yields, treasuries, balance sheets and more.

At the end of this course, students will have acquired advanced knowledge and a solid understanding of the different financial instruments, tools, their behavior, and their applications in business operations.