



# INNOVATE & ACCELERATE YOUR BUSINESS!

ENROLL IN THE

Business & Entrepreneurship Advancement Program:



Engaging Entrepreneurs for Better Business Results:

## RECOVER. RESTORE. RENEW!

**JUNE 8 – JULY 29, 2021**

**Hybrid Format (face-to-face & virtual)** with limited In-Person Seating on Tues & Thurs (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](mailto:edauniversitycenter@sus.edu)  
for registration and for more information

For information on the course please check our website at [www.subruniversitycenter.org](http://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



### PROGRAM HOSTS



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.