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# Entrepreneurial Courses

(8 – 48 HRS.)

**Customized Solutions**

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Trainees will be provided any of the following:

## Organization/Business/Entrepreneurship

- Strategic Planning for the Small Business Owner
- Creative Business Funding: Finding Loans and Grants
- Capitalizing Your Growing Business
- How to Identify and Successfully Present Your Business to Private Investors.
- Legal Challenges for Small Businesses
- Navigating Permits/Licenses with Local Municipalities/Counties
- Insurance Issues For Small Business
- Process Improvement – Operations Optimization
- Facility/Location Improvements Will Sell Your Business
- Building A Small Successful Team
- Communication Issues – Practical English for Small Business Owners

## Marketing

- Market Research On A Small Scale – Customer Surveys
- Competitive Analyses, Pricing and Major Competitors
- Expand Your Customer Base – Study Industry Trends
- Marketing Budget – Assessing Best Advertising Bets

## Financial

- Using Quickbooks© for Accounting Ease
- Projected Revenue and Expense Statements For Small Business Owners
- Small Business Cash Flow Projections
- Creating A Balance Sheet
- Maintaining A Positive Business/Personal Credit Report

## Industry Specific Business Management

This might include topics in business management for the following industry types:

- Food Service Planning
- Lean Manufacturing
- Customer Service For Small Retailers
- Service Business Issues
- RFP's and Construction Crew Management
- Tourism and Travel Agency Strategies

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## Technology For Small Business

- Farming Out Your IT Work To Consultants
- Successful Email Marketing Campaigns
- Information Security for the Small Business
- Introduction to e-Business
- Online Marketing and Advertising
- Small Office Computer Networking Made Simple
- Smart Tools to Manage Your Small Business Finances
- Successful Business Contacts Management with MS Outlook
- Technology Tools to Succeed in the Retail Business
- Web Fundamentals and eCommerce Principles