

NxLevel Micro Entrepreneur Training

Course Description: The NxLevel Micro Entrepreneurs module focuses on teaching “self-sufficiency through self-employment.” Participants will learn how to choose a business idea, develop a marketing plan, explore financing options, develop a customer service philosophy, as well as other relevant entrepreneurial skills.



Does anyone ever **really** know everything they need to about operating their business? Many of us think so, but that is where we are selling ourselves short by not being open to more **ideas that can generate additional revenue and save on expenses**.

You did a business plan to get your business started, right -- and where is that plan now? Has it been followed, updated, modified as the economy and demographics of your immediate and/or global market area have changed from year-to-year?

Business Plans, market analysis, financial management and risk management – they sound scary and perhaps overwhelming. Maybe you are not sure exactly what some of these business tools are.....this is your chance to find out.

Embrace the opportunity for ideas to stabilize and grow your business. **NxLevel Micro Entrepreneur** is a small group setting where participants are relaxed and can share how they operate, how others operate and hear from professionals the options to give **your** business an edge over the competition.

Check out the course outline on the next page. This is first come-first serve; class size is usually limited to 20 participants.

For more information: **Office of Business Opportunities**
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In partnership with Benedict College Business Development Center

Micro Entrepreneur Training Program

Instructor(s):	Benedict College Business Development Center, Professor Darlene Booth-Bell and Professor Michele Dugar
Required Text/Material:	NxLevel © Micro Entrepreneur workbooks, Wi-Fi to access the computer training aspect of each program module [electronic tablet requirement: PC flash play streaming capability]

Topic Outline:	Hours/Minutes
1. Introduction & Keys to Business Success	3hrs
2. Assessing Your Business Idea: Picking the Right Business	3hrs
3. Planning and Research: Entrepreneurial Essentials	3hrs
4. The Marketing Plan: The Basic	3hrs
5. Organizational Matters: Legal Structure, Government: Regulations and Taxes	3hrs
6. Organizational Matters: Management Structure	3hrs
7. Marketing: Analysis and Understanding	3hrs
8. Marketing: Product Strategies, and Pricing Tactics	3hrs
9. Marketing: Placement Strategies & Promotional Strategies	3hrs
10. Technology: E-Commerce	3hrs
11. Professionalism: Selling Success	3hrs
12. Financial Overview: Developing and Using Cash Flow Projections, & Understanding and Using Financial Statement	3hrs
13. Financial Overview: Books, Records ad Control	3hrs
14. Financial Overview: Tips and Tools	3hrs
15. Your Business Plan: Bringing It All Together	3hrs
Total Sessions (Coverage Hours)	45hrs

Learning Outcomes	
Upon completing of Nx Level, our veteran participants will:	
• Understand the characteristics of successful entrepreneurs.	
• Understand the business planning process, the reason for feasibility studies, and the internal and external uses of a formal business plan.	
• Understand why, how, where, and when to do market research.	
• Learn how to select the right legal and management structures.	
• Understand the impact of government regulations on businesses.	
• Develop an understanding of marketing issues and their day-to-day impact on profitability.	
• Understand the potential use of technology in business.	
• Understand the principles of customer service.	
• Understand basic financial statements and their uses.	
• Understand budgeting and the roles of assumptions.	
• Understand the concept of break even, and the value of cash flow.	
• Have completed a draft business plan.	
Total (estimate of coverage hours)	24 hrs

COURSE OUTLINE

DATES AND ACTIVITIES	FOCUS	STUDENT LEARNING OUTCOME(S)
<p><u>WEEK 1</u></p> <p>ACTIVITIES: Complete self-assessment exercises in communication skills, time management, and other business skills</p> <p>Experience networking with class participants</p> <p>Computer Class Assignment</p>	<p>Introduction & Keys to Business Success</p>	<p>L.O.1: Understanding the course curriculum and expectations L.O.2: Learn about professionalism in the business world L.O.3: Learn to create and follow an action plan</p>
<p><u>WEEK 2</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>Assessing Your Business Idea: Picking the Right Business</p>	<p>L.O.1: Examine business types and choose a business idea L.O.2: Understand business niche L.O.3: Understand market segmentation, target markets, and niche markets L.O.4: Begin assessing who the customer is for the business L.O.5: Understand the research process and available resources L.O.6: Think about what contingency plans should be in place</p>
<p><u>WEEK 3</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>Planning and Research: Entrepreneurial Essentials</p>	<p>L.O.1: Learn the reasons for planning, and basic planning concepts L.O.2: Start the planning process by setting business goals and objectives L.O.3: Become familiar with the components of the NxLevel Micro-Entrepreneur Business Plan</p>
<p><u>WEEK 4</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>The Marketing Plan: The Basic</p>	<p>L.O.1: Become familiar with the components of the marketing plan L.O.2: Gain a basic understanding of market research L.O.3: Understand how to gather primary and secondary data L.O.4: Research your industry, and draw conclusions about your place within it</p>
<p><u>WEEK 5</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>Organizational Matters: Legal Structure</p> <p>Government: Regulations and Taxes</p>	<p>L.O.1: Identify and select a legal structure for their business L.O.2: Become aware of the types of government regulations facing small business and resources available for guidance in compliance L.O.3: Research regulations specific to their business, and determine the impact and cost to their business L.O.4: Identify contracts and leases that will be used in their business, and other contracts that may be important to the business later</p>
<p><u>WEEK 6</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>Organizational Matters: Management Structure</p>	<p>L.O.1: Understand why management is important to micro businesses, even if they're sole proprietorships with no employees L.O.2: Understand the challenges of managing a home-based business L.O.3: Identify internal and external management team members, and determine related expenses L.O.4: Determine current employee needs and related expenses, and identify employee management issues L.O.5: Understand insurance needs and associated expenses</p>
<p><u>WEEK 7</u></p> <p>ACTIVITIES: Computer Class Assignment</p>	<p>Marketing: Analysis and Understanding</p>	<p>L.O.1: Learn where to get the market research data you need L.O.2: Understand the features and benefits of your products L.O.3: How to find out who your customer is L.O.4: How to research your competitors L.O.5: How to estimate your market potential</p>
<p><u>WEEK 8</u></p>	<p>Marketing: Product Strategies, and Pricing Tactics</p>	<p>L.O.1: Discuss marketing strategies L.O.2: Understand how packaging affects business success L.O.3: Consider how the products will be positioned</p>

ACTIVITIES: Computer Class Assignment		L.O.4: Consider branding issues L.O.5: Discuss pricing strategies, and begin making preliminary pricing decisions L.O.6: Understand the break-even point, and learn about the process of breakeven analysis
<u>WEEK 9</u> ACTIVITIES: Computer Class Assignment	Marketing: Placement Strategies & Promotional Strategies	L.O.1: Determine placement (distribution) strategies L.O.2: Understand how location and distribution affect price and profitability L.O.3: Examine promotional options L.O.4: Determine which advertising, public relations, and networking strategies might work best L.O.5: Developing a marketing budget by examining promotional costs
<u>WEEK 10</u> ACTIVITIES: Computer Class Assignment	Technology: E-Commerce	L.O.1: Understand the basics of connecting to the Internet L.O.2: Understand the issues involved in Website design L.O.3: Think about the pros and cons of building or buying a site, versus selling through an e-commerce host L.O.4: Think about how e-commerce and the Internet affect the business plan, and update it accordingly
<u>WEEK 11</u> ACTIVITIES: Computer Class Assignment	Professionalism: Selling Success	L.O.1: Understand the importance of first impressions, dress, personal hygiene, and appropriate business language L.O.2: Learn basic selling concepts, and understand the need for sales training L.O.3: Understand how your attitude affects customer service L.O.4: Identify what customers need and expect from your business L.O.5: Begin developing a customer service philosophy
<u>WEEK 12</u> ACTIVITIES: Computer Class Assignment	Financial Overview: Developing and Using Cash Flow Projections, & Understanding and Using Financial Statement	L.O.1: Gain an understanding of cash flow projections and budgeting L.O.2: Learn to develop sales and expense forecasts L.O.3: Assemble data and prepare a one-year monthly cash flow projection L.O.4: Learn about the Income Statement and Balance Sheet L.O.5: Determine how much capital is needed to start up the business
<u>WEEK 13</u> ACTIVITIES: Computer Class Assignment	Financial Overview: Books, Records and Control	L.O.1: Develop a mindset for business success and business ethics L.O.2: Understand why bookkeeping, recordkeeping, and financial systems are vital to business success L.O.3: Examine bookkeeping and recordkeeping functions L.O.4: Learn about business forms used or required in most businesses L.O.5: Learn where to get professional help with recordkeeping and accounting
<u>WEEK 14</u> ACTIVITIES: Computer Class Assignment	Financial Overview: Tips and Tools	L.O.1: Explore financing options for the business L.O.2: Understand the difference between debt and equity financing L.O.3: Understand what lenders expect and/or require to make a loan L.O.4: Learn how ratios measure the financial health of a business L.O.5: Learn the basics of credit and collection

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ASSESSMENT METHODS

1.	Pre – Assessment Test	
2.	Completion of Computer Assignments and Workbooks	
3.	Post – Assessment Test	