

CENTER FOR PROFESSIONAL DEVELOPMENT**ENTREPRENEURSHIP: START UP BUSINESS OWNERSHIP**

360 Hours/6 Months/Instructor-Facilitated
Course Code: **CPD057** || Course Cost: **\$2095**

OVERVIEW

The Entrepreneurship: Start-up Business Ownership program provides an excellent foundation for not just the start-up business owner, but also for business owners and managers who want to gain a further understanding of some of the fundamental principles associated with owning and operating a start-up or established business. You'll grow in your understanding of financial and accounting terms, gain confidence and improve your communication skills, and explore the basics of running a business in accordance with legal requirements. It's never been easier to get your own business up and running!

OBJECTIVES

Upon completion of this program, you'll be able to:

- Know the various types of financing, from venture capital to traditional financing sources
- Gain confidence and improve your communication skills
- Develop a successful leadership style
- Understand how to run a business in accord with legal requirements
- Learn the essentials of creating and developing a successful business plan that can be used for both internal strategic management and external positioning for financing
- Explore the developmental process and understand how to successfully create change

MATERIALS INCLUDED

- *Applied Strategic Planning*
- *Managing by the Numbers*
- *Anatomy of a Business Plan*

OUTLINE

- I. Essentials of Business Ownership
 - Introduction and Overview
 - Starting a Business
 - Finding a Niche
 - Leadership Styles and Corporate Culture
 - Taxes
 - Financing
 - Legal and Regulatory Issues
 - Conclusion

- II. Financial and Accounting Management
 - Introduction and Overview
 - Importance of Financial Statements
 - The Balance Sheet
 - The Income Statement
 - Statement of Cash Flows
 - Financial Ratios
 - Conclusion

- III. Marketing Management
 - Introduction and Overview
 - Marketing Goals
 - The Marketing Plan
 - The Marketing Mix
 - The Marketing Budget
 - Marketing Implementation
 - Technology and Marketing
 - Summary

- IV. Strategic Management in Operations
 - Introduction and Overview
 - Definitions and Business Models
 - Categories of Strategies
 - Strategic Planning Models
 - Creating Strategic Alternatives
 - Implementation
 - Conclusion

- V. Positioning For and Finding Financing
 - Introduction
 - Positioning
 - Positioning the Owner and the Entity
 - Finding Financing
 - Debt vs. Equity
 - Factors to Consider and Terminology
 - Summary

- VI. Persuasive Communication
 - Introduction
 - Fundamentals of Communication
 - Knowing the Audience
 - The Power of Listening
 - Credibility of the Speaker
 - Evidence in Persuasion
 - Emotion in Persuasion
 - Organizing the Argument
 - Summary

- VII. Organizational Leadership and Decision Making
- Introduction and Overview
 - What is a Leader?
 - Sources of Power in Leadership
 - Leadership Theories
 - Transformational Leaders
 - Decision Making and Empowerment
 - Accountability
 - Summary
- VIII. Legal Issues in Operations
- Introduction
 - Sources of Law
 - Agency and Employment Law
 - Torts Law
 - Sales and Products Liability
 - Intellectual Property
 - Ethics
 - Summary
- IX. Business Plan Development
- Introduction and Overview
 - Definition of a Business Plan
 - Development of a Business Plan
 - Sections of a Business Plan
 - Financial Projections
 - Common Mistakes
 - Summary
- X. Understanding Financial Statements
- Introduction
 - Positioning
 - Positioning the Owner and the Entity
 - Finding Financing
 - Debt vs. Equity
 - Factors to Consider and Terminology
 - Summary
- XI. Organizational Development and Change
- Introduction and Overview
 - The Culture of an Organization
 - Types of Culture
 - Organizational Change
 - The Human Side of Change and Resistance
 - Summary
- XII. Principles of Buying and Selling a Business

- Introduction and Overview
- Business Brokers
- Preparing for Sale and Purchase
- Key Steps in Preparation
- Corporate Culture
- Purchase Price
- Summary and Conclusion

COMPUTER REQUIREMENTS

This program must be taken on a PC running Windows XP/Vista/7 and IE 7 or later browsers. Adobe Flash Player, Adobe Acrobat Reader, and QuickTime are required, as is an Internet connection (high-speed recommended).

INSTRUCTOR BIOS

Kelley Burgess started her career as a legal assistant in law firms in New Jersey and now resides in Texas after receiving a Bachelor's degree in Paralegal Studies from the University of Maryland. After serving as a college speech tournament judge on the side for three years, Kelley switched to a teaching career in communications. She became a certified educator in Texas and spent five years teaching speech, debate, and mediation at the high-school level, and she was named in Who's Who of America's Best Teachers in 2003, 2004, and 2005. She now freelances as a public-speaking coach and is the author and presenter of the half-day seminar "Serving with Maximum Effectiveness" (a seminar specifically tailored for ministers). She travels to various states across the U.S., assisting ministers in their public-speaking skills.

Katrina McBride's career reflects extensive experience in organizational leadership, marketing strategies, and market development in multi-national corporate environments and as an independent consultant. Her leadership abilities have been utilized by employers and clients to develop new programs and functional areas and to reorganize resources with aggressive deadlines. She has positively impacted revenue and customer satisfaction for large, global organizations as well as small to mid-sized businesses that are experiencing changes due to rapid growth or restructuring to maintain their competitive position.

In director-level positions for Nortel Networks, Katrina was engaged to develop, define, and implement strategies for competitive intelligence, sales support, emerging markets, lead generation, and customer relationship management. Sought after as a trainer, speaker, and facilitator, Katrina develops and presents professional education courses in leadership development, team strategies, strategic marketing, organizational leadership, and change planning.

She is an active member of the American Marketing Association, the American Management Association, Society for Human Resources Management, and the Aircraft Owners & Pilots Association, and she's served on the board of directors of the Dallas chapter of the National Association of Women Business Owners.

Katrina holds an M.A. in organizational management and a B.S. in psychology, as well as certifications in mid-management/leadership and marketing. She is a trained dispute mediator.

Katherine Squires Pang, J.D., LL.M., M.Ed received her B.A. in 1980 from Clark University, her J.D. from the University of Dayton Law School in 1982, her LL.M in Taxation from Georgetown University Law School in 1983, and her M.Ed from the University of Texas in 2001. She has practiced law with national law firms since 1983, ran for the United States Senate in California in 1994, and was appointed by Governor Wilson as a Commissioner to the WCAB from 1994 to 1996. Dr. Pang has served as an adjunct faculty member in the Graduate School of Management at the University of Texas, Dallas, and has been an adjunct faculty member in the law and business schools of many universities, including the Stern School of Business at New York University, Pepperdine University, USC, Golden Gate University, and the University of California, Irvine.

In addition to having over 20 years of law firm experience, Dr. Pang has founded several companies, including LawPrep, Inc., LawPrep Press, Inc., Legal EdNet.com, and EdWay Online. From 1989 to 1996, Dr. Pang authored several books, videos, and interactive CD-ROMs. Dr. Pang was also the manager for firm-wide practice section development, training, and forms for Akin, Gump, Strauss, Hauer, & Feld, L.L.P.

Dr. Pang has experience providing multimedia, interactive distributed learning to working professionals and adult learners in law and business through a variety of technologies, including video streaming and online conferencing (Webcasts, synchronous and asynchronous threaded discussion boards, and chat rooms) via the Internet and satellite, as well as ISDN-based videoconferencing on CD-ROM. Dr. Pang has been a speaker at the MEC 2001 Conference: Turning a New Page in Educational Technologies, sponsored by Arizona State University; the 2001 Conference on Training and Knowledge Management: Moving Beyond Training, sponsored by Generation 21 Learning Management Systems; and a speaker at various other e-learning conferences. She has design, development, implementation, and managerial experience in educational multimedia course design and creation. She has been responsible for course design and delivery using Macromedia Director, Windows Media Player, FrontPage, PowerPoint, Blackboard, Prometheus, WebCT, Webboard, and a host of other proprietary platforms. She also has experience with digital video, MPEG, MOV, and AVI Files.

Karen Thompson graduated from USL in Lafayette, LA, in 1983 with a B.S./B.A. in Economics. She is currently the vice president of Amegy Bank for government guaranteed lending. Most of her career has been in the banking and finance industry, with the exception of a very educational six-year period during which she helped manage a small business.

Her education, work experience, hands-on business management, and passion for helping small business owners led to her current position with Amegy Bank. She is also the recipient of the 2007 Financial Services Champion of the Year award for Dallas/Fort Worth, given by the U.S. Small Business Administration.