



Urban Business
INSTITUTE



SMART BUSINESS
ACADEMY

THE DEPARTMENT OF TRADE, INVESTMENT PROMOTION
AND CONSUMER AFFAIRS

in collaboration with
SMART BUSINESS ACADEMY

PRESENT

ENTREPRENEURSHIP TRAINING 2016

12 Power Packed Sessions that will expand your tool box to build
your business from ideas and raw materials into
ownership, operation and management.

| DATES | COURSES | READING AND COURSE ELEMENT |
|---|--|--|
| January 29, 2016 9 a.m. - 1 p.m. Lectures: 45 minutes Discussion: 15 minutes | Orientation. Review course syllabus. Introductions. Dynamics of Entrepreneurship 101: What makes Entrepreneurs Tick? An Approach that Works, Making Raw Ideas Earn Understanding Business Relationships Productive Networking, Capitalism vs Altruism, Pricing Strategies Wrap-Up | Power M.O.V.E. Book Assessment 1 Read Lesson II: Assessment due by Session 102 Course Business Element Mind Mapping and Launch |
| February 26, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Understanding Business Ownership 102: Business vs. Entrepreneurship, 3-Business Touch Points, Workplace Economics, Efficiency and Effectiveness Techniques How to own - What to Own - Wrap-Up | Power M.O.V.E. Book Assessment 2 Read Lesson III: Assessment due by Session 103 Course Business Element Business Basics |
| March 18, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Setting the Business Foundation 103: Start-Up Funding Selection, Designing the System, Laying out the Operations, Trade Secrets, Protecting the Brand and Establishing the Team - Wrap-Up | Power M.O.V.E. Book Assessment 3 Read Lesson IV: Assessment due by Session 104 Course Business Element Preparation |
| April 29, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Establishing the Model/Infrastructure 104: Designing the Legal, Refining the Team, Establishing the Administrative and Operational Framework - Wrap-Up | Power M.O.V.E. Book Assessment 4 Read Lesson V: Assessment due by Session 105 Course Business Element Planning |
| May 20, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Building vs. Buying 105: Start-Up vs. Franchising vs. Acquisition Idea Development, Product Development, Understanding the Launch - Wrap-Up | Power M.O.V.E. Book Assessment 5 Read Lesson VI & VII: Assessment due by Session 206 Course Business Element Inception |
| June 17, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | The Entrance Strategy 206: Assessing the Market, SWOTT Analysis Establishing a Competitive Edge, Timing the Entrance, Introducing Your Brand - Wrap-Up | Power M.O.V.E. Book Assessment 6 Read Lesson VII & IX: Assessment due by Session 207 Course Business Element Analysis |
| July 22, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Power Marketing 207: Marketing Elements, Market Penetration, Client Acquisition, Relationship Marketing, Education Advertising, Niche Development & Branding Techniques - Wrap Up | Power M.O.V.E. Book Assessment 7 Read Lesson X & XI: Assessment due by Session 208 Course Business Element Marketing Share |
| August 19, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Business Growth and Survival 208: Stages of Business Growth, Finding Your Niche, Timing for Growth, Weathering Recessions and Gentrification and Analyzing Scalability - Wrap-Up | Power M.O.V.E. Book Assessment 8 Read Lesson XII & XIII: Assessment due by Session 209 Course Business Element Competing and Growing |
| September 23, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Establishing a Goal Presence 209: Technological Factors and Platforms, Political Climate, Stages of an Economy, Establishing a Global Demand, Exporting, Fulfilling a Global Market, Case Studies, Organization Sustenance Capabilities and Culture, Concentric and Conglomerates Diversification -Wrap-Up | Power M.O.V.E. Book Assessment 9 Read Lesson XIV, XV & XVI: Assessment due by Session 210 Course Business Element Technology |
| October 21, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Human Resource and Operational Management 210: Wholistic Resource Management, Recruitment, Operational Monitoring, Locus, Oversight, Controlling the Process, Quasi- Fixed Resources, Indoctrination, Assimilation Training, Executive Leadership, Energy Management - Wrap-Up | Course Business Element Operations |
| November 18, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Business Accounting 211: The Radical Resource Manager Generating the Cash, Establishing Credit and Managing Capacity and Simultaneously, Sourcing, Banking Relationships, Tax Obligations - Wrap-Up | Course Business Element Analytics |
| December 9, 2016 9 a.m. - 1 p.m. Lectures/Exercises: 3 hours Discussion: 1 hour | Social Responsibility 212: What is Social Entrepreneurship, Identifying Causes, Systemising Philanthropy, Serving Stakeholders - Wrap-Up | Course Business Element Philanthropy |

REGISTRATION FEE – \$200.00

DEADLINE – JANUARY 20, 2016