1. **Developing a Strategy for Success for Your Small Business**
   - **Description:** Strategic management is an ongoing process that focuses on creating a sustainable competitive advantage for your company. This workshop will explain how to identify your company’s core competences and its customer value proposition. The workshop also addresses the steps in creating a strategic plan for your small business: creating a vision/mission statement, assessing your company’s strengths and weaknesses, identifying the opportunities and threats it faces, uncovering the industry’s key success factors, establishing goals and objectives, developing a business strategy that is built on your company’s core competences, and putting in place a control system to monitor your company’s progress as it moves forward. The program provides plenty of real-world examples from which participants can learn.
   - **Required:** This workshop is required for PCSP students for their Certificate in Entrepreneurial Skills.
   - **Two-Nights:** This workshop content is delivered over two class meetings.

2. **Building a Business Plan for Your Entrepreneurial Venture**
   - **Description:** The business plan is a critical underpinning for implementing a business strategy. Your business plan must clarify your strategy, set operational milestones, and attract financing from serious investors. Skillful analysis and planning go into a well-crafted business plan. This workshop will provide participants with an awareness of critical sections of a business plan, as well as a clear path to acquiring the skills needed for the analytic and planning components of a plan worthy of funding.
   - **Required:** This workshop is required for PCSP students for their Certificate in Entrepreneurial Skills.
   - **Two-Nights:** This workshop content is delivered over two class meetings.

3. **Forms of Ownership**
   - **Description:** One of the first decisions every business owner makes is choosing the legal type of ownership entity. The ownership decision has long-term implications on taxation, liability, transferability, and compensation. This workshop describes the five basic forms of ownership available to entrepreneurs and the advantages and disadvantages of each.
   - **Required:** This workshop is required for PCSP students for their Certificate in Entrepreneurial Skills.
   - **One-Night:** This workshop content is delivered over one class meeting.

4. **Budgeting and Cash Flow Management**
5. Creating a Successful Financial Plan
   o Description: This workshop provides an overview of the basics of financial management, including two basic financial statements – the income statement and the balance sheet – and how to conduct ratio analysis using these two statements.
   o Required: This workshop is required for PCSP students for their Certificate in Entrepreneurial Skills.
   o Two-Nights: This workshop content is delivered over two class meetings.

6. Marketing Fundamentals
   o Description: Marketing is a necessity for every business. This workshop covers the core essentials of marketing, including segmentation, targeting, and positioning, as well as the 4 Ps of marketing. Marketing strategies may change according to the type of business or product, but the fundamentals covered in this course are universal.
   o Required: This workshop is required for PCSP students for their Certificate in Entrepreneurial Skills.
   o Two-Nights: This workshop content is delivered over two class meetings.

7. Guerrilla Marketing Strategies
   o Description: Small companies can’t afford high-powered marketing approaches used by large companies. Marketing on a limited budget requires your energy and imagination in the development of a system of promotions to generate business opportunities. This workshop will cover a variety of techniques, tips, and success stories to pique your imagination...and ultimately to develop a buzz about your business in the marketplace.
   o Elective: This workshop is elective for PCSP students for their Certificate in Entrepreneurial Skills.
   o Two-Nights: This workshop content is delivered over two class meetings.
8. Social Media as a Marketing Tool
   o Description: Just a few years ago, social media marketing was considered innovative, ill-defined, and a possibly passing trend. Now, social media marketing is mainstream, an important component of the marketing plan for most businesses. This workshop defines a clear strategy for using social media to market your business or service using platforms such as Facebook, blogs, LinkedIn, YouTube, Viddler, Twitter, and flicker.
   o Elective: This workshop is elective for PCSP students for their Certificate in Entrepreneurial Skills.
   o Two-Nights: This workshop content is delivered over two class meetings.

9. Intellectual Property
   o Description: So, you have a great idea. How will you protect it? This workshop will address four important tools for protecting intellectual property: patents, copyrights, trademarks, and trade secrets.
   o Elective: This workshop is elective for PCSP students for their Certificate in Entrepreneurial Skills.
   o Two-Nights: This workshop content is delivered over two class meetings.

10. Location, Location, Location
    o Description: Choosing the right location for your business has far-reaching and long-lasting implications on the success of your business. This workshop discusses the importance of location ranging from the skilled labor force in a particular region, to the tax laws in a given state, to the customer traffic patterns on a specific block.
    o Elective: This workshop is elective for PCSP students for their Certificate in Entrepreneurial Skills.
    o One-Night: This workshop content is delivered over one class meeting.

11. Business Ethics
    o Description: A problem arises at your business. How are you going to solve this problem while staying true to your moral compass? This workshop will discuss how to address legal, internal, and financial situations that arise with your business. Participants will learn safe, moral, and ethical behaviors for good business practice.
    o Elective: This workshop is elective for PCSP students for their Certificate in Entrepreneurial Skills.
    o One-Night: This workshop content is delivered over one class meeting.

12. Financing Your Business
2012-2013 Course Listing

- **Description**: Learning how to finance your business can be a difficult task. So what steps should you take? What type of loan is best? At this workshop you will learn valuable tips in searching and finding funds to finance your business.
- **Elective**: This workshop is *elective* for PCSP students for their Certificate in Entrepreneurial Skills.
- **One-Night**: This workshop content is delivered over one class meeting.

13. **Interviewing, Hiring, Leading, Mentoring, Motivating, Dismissing**
   - **Description**: Managing human resources can be one of the most rewarding, but also the most challenging aspects of business management. Participants in this workshop will learn from business owners who have real world experience in the trials and tribulations of being a boss.
   - **Elective**: This workshop is *elective* for PCSP students for their Certificate in Entrepreneurial Skills.
   - **One-Night**: This workshop content is delivered over one class meeting.

14. **The Franchise: Build One or Buy One?**
   - **Description**: One option for business ownership is franchising, or paying fees and royalties to a parent company in exchange for its products, services, and/or business resources. This workshop discusses the pros and cons of franchising and will help you to consider whether buying franchise is right for you.
   - **Elective**: This workshop is *elective* for PCSP students for their Certificate in Entrepreneurial Skills.
   - **One-Night**: This workshop content is delivered over one class meeting.

15. **Insurance and Risk Management**
   - **Description**: As a business owner, you value the assets of your company. Threats to those assets are universal and unpredictable, including natural disasters, liabilities, or any economic based problem. At this workshop you will learn about risk management strategies to protect your business.
   - **Elective**: This workshop is *elective* for PCSP students for their Certificate in Entrepreneurial Skills.
   - **One-Night**: This workshop content is delivered over one class meeting.

16. **Management Succession**
   - **Description**: Having an order of leadership is vital to the success of your business. As the business owner, you must be capable of transferring "power" to the correct person if needed. What if one of your members leaves the company or retires? At this
workshop you will learn the proper planning and training process in organizing your management team and preparing for inevitable change.

- **Elective**: This workshop is *elective* for PCSP students for their Certificate in Entrepreneurial Skills.
- **One-Night**: This workshop content is delivered over one class meeting.