

# Basic Business Management: Boot Camp for Business Owners

## Course Overview

Owning a business requires a vision balanced with attention to detail. You need to be a generalist who understands the multiple aspects of running a business, as well as the ability to step back and see the big picture and to reach into the future.

The business environment is a complex place to be. Whether you wish to work as a consultant or freelancer, establish a corporation, or set up an operation that meets a need for very particular type of customer, there is a tremendous amount of information that you need to know and to apply.

This course provides essential learning for new business owners, whether the business is just in the idea stage or you have already begun and need to fill in the gaps.

## Learning Objectives

- Apply the best methods for creating, leading, and managing your own business
- Establish an organizational framework through operations, finance, and leadership
- Set up an effective and efficient system for hiring, retaining, and succession planning
- Start researching and designing your strategic plan
- Describe the essential elements of marketing, sales, and your company brand
- Apply financial and accounting terms correctly

## Course Outline

- |   |                              |
|---|------------------------------|
| 1. Session 1: Course Overview                         | Getting Started              |
| Learning Objectives                                   | Growth Phase One             |
| Pre-Assignment  | Growth Phase Two             |
| Pre-Course Assessment                                 | Putting the Pieces Together  |
| 2. Session 2: Who Are You and What Are You About?     | Looking at the Options       |
| What is Our Business?                                 | Geographic Structure         |
| Making Connections                                    | Divisional Structure         |
| Pre-Assignment Review                                 | Matrix Structure             |
| The Owner's Role                                      | Summary                      |
| Ingredients for Success                               | Making Connections           |
| The Business Owner                                    | Differences for Corporations |
| The Entrepreneur                                      | Choosing Board Members       |
| The Freelancer  | Board Issues                 |
| Words of Wisdom                                       | The Role of Shareholders     |
| Keeping Things Moving                                 | The Big Picture              |
| 3. Session 3: Designing Your Organizational Structure | Words of Wisdom              |
| Bringing the Idea to Life                             | Current Thinking             |
|   | Making Connections           |

4. Session 4: Introduction to Operations Management
  - Defining Operations Management
  - What Does It All Mean?
  - Envisioning the Process
  - Introduction to Types of Operations
  - Types of Operations
  - Practical Application
5. Session 5: Understanding Financial Terms
  - Finance
  - Recording Financial Transactions
  - General Accepted Accounting Principles (GAAP)
  - The Income Statement
  - Income Statement Equation
  - Sample Income Statement
  - The Balance Sheet
  - Balance Sheet Equation
  - More About Balance Sheets
  - Current vs. Fixed Assets
  - Cash Flow Statement
  - Statement of Retained Earnings
6. Session 6: Getting the Right People in Place
  - Six Essential Steps of Hiring
  - More about Orientation
  - More about Onboarding
  - Making Connections
7. Session 7: Getting Your Product Together
  - Inventory Management
  - Types of Inventory
  - More About Inventory
  - Understanding the Value Chain
  - Making Connections
  - Outsourcing Options
  - Quality Control
  - Quality Control Philosophy
8. Session 8: Building a Corporate Brand Your Brand
  - Example: Acme Widgets Inc.
  - Brand Names and Slogans
  - Do's and Don'ts
  - Developing a Slogan
  - How People Will See Your Images
  - Choosing a Color
  - Color Spectrum Two
  - Fonts
  - Sans Serif Fonts
  - Specialty Fonts
  - Font Considerations
  - Simple Pictorial Mark
  - Letterform
  - Wordmark
  - Emblems
  - Working It Out
9. Session 9: Marketing Your Product
  - About the Marketing Process
  - Cycle Overview
  - Stage One: Consumer and Market Analysis
  - What Do They Need?
  - Who is Buying Our Product? Who is Using Our Product?
  - What is the Buying Process?
  - How Can I Leverage Segmentation?
  - Segmentation Case Study
  - Stage Two: Analyzing the Competition and Yourself
  - SWOT Analysis
  - Next Steps
  - Stage Three: Analyzing Distribution Channels
  - Making Connections
  - Stage Four: Creating a Marketing Plan
  - Price
  - Promotion
  - Packaging
  - Making Connections
  - The Final Stages: Implement, Evaluate, Review, Revise
  - Leveraging Social Media