

# Basic Business Management

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 three-day 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.

## What Will Students Learn?

- ✓ How to apply the best methods for creating, leading, and managing their own business
- ✓ Ways to establish an organizational framework through operations, finance, and leadership
- ✓ Techniques for setting up an effective and efficient system for hiring, retaining, and succession planning
- ✓ How to start researching and designing a strategic plan
- ✓ How to describe the essential elements of marketing, sales, and their company brand
- ✓ How to apply financial and accounting terms correctly

## What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

## What Topics are Covered?

- ✓ Who are you and what are you about?
- ✓ Designing your organizational structure
- ✓ Introduction to operations management
- ✓ Understanding financial terms and budgeting
- ✓ Getting the right people in place
- ✓ Getting your product together
- ✓ Building a corporate brand
- ✓ Marketing and selling your product
- ✓ Planning for the future (including succession planning, goal setting, and strategic planning)
- ✓ Ethics 101 and leadership essentials
- ✓ Building a strong customer care team
- ✓ Training employees for success

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion