Small Business Development Online Series

The Online Small Business Development Training Series is for individuals interested in starting their own business. The online series enables aspiring business entrepreneurs the opportunity to preview, prepare, and review basic information and terminology typically associated with starting a business. The series covers topics such as accessing capital, bookkeeping and payroll, employee onboarding, customer service, marketing and succession planning.

Cost:
- Individual Module: $129
- Series (7 Modules): $499
  - Discount available to SBDC Clients

Access Period: 12 Months

Online Module-Course Titles, Descriptions and Objectives:

1. ***Starting a New Business –Access to Capital***

Course Description:
This course provides entrepreneurs with the foundation for getting their business up and running as well as insight into accessing capital. This course will also offer information regarding what lenders look for in loaning funds to startup businesses.

Course Objectives:
Upon completion of this course, the student should be able to:
- Recognize various financial terms that lenders use
- Understand what a lender looks for when financing a business
- Understand the personal evaluation one must take in starting a business
- Identify key elements that go into a business plan

Contact Hour(s):
1 contact hour(s) based on 60 minute contact hour

2. ***The Basics of Bookkeeping and Payroll - A Financial Management Foundation For Your Small Business***

Course Description:
The Bookkeeping and Payroll course provides the foundations for bookkeeping processes, payroll requirements, and resources to learn more. This course offers information on the importance of numbers in operating your business, an overview of basic bookkeeping procedures, learning what information flows to an Income Statement and Balance Sheet, and basic concepts and requirements to process payroll.

The difference between an employee and independent contractor will be explored as well as a high-level overview of some accounting software options.

Course Objectives:
Upon completion of this course, the student should be able to:

- Recognize the importance of numbers in operating your business
- Describe basic bookkeeping procedures
- Learn what information flows to an Income Statement and Balance Sheet
- Explain basic concepts and requirements of processing payroll
- Review the difference between an employee vs independent contractor
- Discuss accounting software options
- Identify topics to learn more about when starting a business in Minnesota
- Review resources, links, and downloadable forms

Contact Hour(s):
.5 contact hour(s) based on 60 minute contact hour

3. ***Building Your Business: Employee Onboarding and Training***

Course Description:
A thoughtful onboarding and training process is essential for integrating new talent into an organization. This course introduces best practices in developing orientation plans and provides practice ways to implement with employees. This course will provide a roadmap for achieving company goals and motivating employees in meaningful ways that deliver value to your business and customers.

Course Objectives:
Upon completion of this course, the student should be able to:

- Explain the importance of training and instructing employees within an organization
- Recognize the types of motivation in both new and existing employees
- Define the key elements of a successful on-boarding and training program
- Determine who needs to be trained and on what specific topics
- Establish a plan to create a customized training plan for your employees

Contact Hour(s):
.5 contact hour(s) based on 60 minute contact hour

4. ***Customer Service Bootcamp-The Essential Elements for any Business***

Course Description:
The Customer Service Bootcamp course provides the foundations for delivering a quality customer service experience and focuses on building loyal and committed relationships. This course will help prepare business owners for providing a customer service experience in a variety of workplace settings.

Course Objectives:
Upon completion of this course, the student should be able to:

- Recognize what customer service involves
- Understand customer service culture
- Define a customer friendly approach for an individual business
- Describe the professional qualities in a service environment
- Provide specific ways to add value to the customer relationship and exceed expectations

Contact Hour(s):
.5 contact hour(s) based on 60 minute contact hour

5. ***Business Marketing Made Simple***

Course Description:
Create a business marketing strategy that breaks through to buyers and tells the story of your brand with content marketing. You will learn fundamental marketing concepts and benefits, and then explores how to build a content marketing strategy in organizations of all sizes.

Course Objectives:
Upon completion of this course, the student should be able to:

- Develop a strategy for a marketing campaign, leveraging various platforms
- Describe how to take advantage of development in market data to develop an informed strategy and optimize your ROI
- Create an actionable plan that you can implement

Contact Hour(s):
.5 contact hour(s) based on 60 minute contact hour

6. ***Succession Planning: Part 1-Online Business Planning***

Course description:
The Succession Planning: Part 1-Online Business Planning course provides an overview of topics to be considered in developing a business plan that includes a succession plan. It is intended for existing organizations contemplating a change of ownership. The course can also be helpful to the new business in assuring preparation for an eventual owner exit from the business.

Course Objectives:
Upon completion of this course, the student should be able to:

- Recognize management objectives as the size and scope of an organization changes as it relates to succession planning
- Understand planned VS unplanned business ownership changes

- Identify the need for by-laws and other organizing documents
- Describe business valuation enhancement concepts
- Understand the buyer and seller perspective of an ownership change

Contact Hour(s):
1 contact hours based on a 60-minute contact hour.

7. Succession Planning: Part 2-Exit Planning

Course description:
The Succession Planning: Part 2-Exit Planning course provides an overview of topics to be considered by a business owner as they approach a change of ownership. The course can be helpful to the new business in assuring preparation for an eventual owner exit from the business.

Course Objectives:
Upon completion of this course, the student should be able to:

- Identify basic differences of a stock sale VS an asset sale
- Describe basic differences of a cash buyer VS a strategic buyer
- Define the role and importance of a deal team
- Understand the buyer and seller perspective of an ownership change

Contact Hour(s):
1 contact hour based on a 60-minute contact hour.

Interested in Learning More?

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