

Community Action, Inc., San Marcos, TX
Business Basics Syllabus
Entrepreneurial Workshop Series

- Workshop #1:** Introductions
Orientation
Myths and realities
Hopes, Dreams, and Goals
- Workshop#2:** Introduction to Chromebooks
Setting up Gmail accounts
Hotspots
Rules for using Chromebook, sign contract
- Workshop #3:** Finances and Budgets
How much does it take to start your business?
Business expenses
- Workshop#4:** Business Plan basics
What is a business plan and why do you need one
Major sections of a business plan and what should it include
- Workshop #5:** Banking: Presenter: RBFCU
Personal accounts versus business accounts
Credit Scores and financing
- Workshop #6:** Marketing your business
What's in a name?
What makes your business special and unique?
Who will be your target audience?
- Workshop #7:** How to make your business legal-Presented by Legal Aid of Austin
Choosing a business structure: LLC or Sole Proprietorship
Differences, advantages and disadvantages in each
- Workshop #8:** Wrap Up/Present your Business Plan
Presentations regarding your future business
Feedback from instructor and peers