**Be the Boss - Starting Your Own Business**

In the Be the Boss - Starting Your Own Business course, you will be guided through a series of five modules that cover the key functional areas of business including legal considerations, marketing, and financial aspects of owning a business. At the end of the course, you will be able to apply your newly acquired knowledge through the generation of your own Business Plan.

**Module 1: Getting Started**

* 1. **Introduction to Entrepreneurship**
* Course Overview
* Learning Objectives
* Is Small Business Ownership Right for Me
* Qualities of an Entrepreneur
* Getting Advice
* Finding a Mentor
* Knowledge Check #1
* Summary
  1. **Business Types**
* Course Overview
* Learning Objectives
* Business Types
* Special Business Programs
* Knowledge Check #1
* Summary
  1. **Ten Steps for Starting Your Business**
* Course Overview
* Learning Objectives
* Introduction
* The Ten Steps
* Step 1: Write a Business Plan
* Step 2: Get Business Assistance & Training
* Step 3: Choose a Business Location
* Step 5: Determine the Legal Structure of Your Business
* Step 4: Finance Your Business
* Step 6: Register a Business Name
* Step 7: Get a Tax Identification Number
* Step 8: Register for State and Local Taxes
* Step 9: Obtain Business License and Permits
* Step 10: Understand Employer Responsibilities
* Knowledge Check # 1
* Knowledge Check # 2
* Knowledge Check # 3
* Knowledge Check # 4
* Knowledge Check # 5
* Summary

**Module 1: Getting Started** (continued)

* 1. **Understanding Your Market**
* Course Overview
* Learning Objectives
* Introduction
* Types of Statistics
* General Business Statistics
* Consumer Statistics
* Demographics
* Economic Indicators
* Employment Statistics
* Income Statistics
* Money and Interest Rates
* Production and Sales Statistics
* Industry Statistics
* Trade Statistics
* Knowledge Check #1
* Summary

**Module 2: Legal Considerations**

**2.1 Business Legal Structures**

* Course Overview
* Learning Objectives
* Legal Structures Overview
* Definition of a Sole Proprietorship
* Establishing a Sole Proprietorship
* Doing Business as
* Tax Considerations of a Sole Proprietorship
* Advantages and Disadvantages of a Sole Proprietorship
* Definition of a Limited Liability
* Establishing an LLC
* Tax Considerations of an LLC
* Advantages and Disadvantages of an LLC
* Definition of a Cooperative
* Establishing a Cooperative
* Tax Considerations of a Cooperative
* Advantages and disadvantages in a Cooperative
* Definition of a Corporation
* Establishing a Corporation
* Tax Considerations of a Corporation
* Advantages and Disadvantages of a Corporation
* Definition of a Partnership
* Types of Partnerships
* Establishing a Partnership
* Tax Considerations of a Partnership
* Advantages and Disadvantages of a Corporation
* Definition of an S-Corporation
* Establishing an S-Corporation
* Tax Considerations of an S-Corporation

**Module 2: Legal Considerations** (continued)

**2.1 Business Legal Structures** (continued)

* Advantages and Disadvantages of an S-Corporation
* Knowledge Check #1
* Knowledge Check #2
* Summary

**2.2 Risk Management**

* Course Overview
* Learning Objectives
* Introduction to Risk Management
* Internal Risks
* External Risks
* Planning Ahead
* Warning signs
* Evaluating Risks
* SWOT Analysis
* Measuring Risks
* Implementing Risk Management
* A Look Ahead
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Summary

**2.3 Tax Planning & Payment**

* Course Overview
* Learning Objectives
* Introduction
* Types of Business Taxes
* Tax Identification Number
* Federal Income Tax Forms
* Employment Taxes and Forms
* State and Local Taxes
* Quarterly Estimated Payments
* Financial Management for Taxes
* Accounting Systems
* Financial Services Vendors
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Knowledge Check #6
* Knowledge Check #7
* Summary

**Module 2: Legal Considerations** (continued)

**2.4 Succession Planning**

* Course Overview
* Learning Objectives
* Introduction
* Exit Strategies
* Is the Business Salable
* Determine Your Price
* Prepare for Sale
* Look for Prospective Buyers
* Negotiate the Deal
* Closing a Business
* Steps for Closing Your Business
* Succession Planning
* Consideration in Succession Planning
* Planning for Retirement
* Small Business Retirement Plans
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Knowledge Check #6
* Knowledge Check #7
* Knowledge Check #8
* Knowledge Check #9
* Knowledge Check #10
* Summary

**2.5 Business Insurance**

* Course Overview
* Learning Objectives
* Introduction
* Legal Requirements for Insurance
* Types of Business Insurance
* General Liability Insurance
* Product Liability Insurance
* Professional Liability Insurance
* Commercial Property Insurance
* Home-Based Business Insurance
* Insurance for Businesses with Employees
* Five Tips for Buying Insurance
* Knowledge Check #1
* Knowledge Check #2
* Summery

**Module 2: Legal Considerations** (continued)

**2.6 Labor Laws & Hiring**

* Course Overview
* Learning Objectives
* Introduction
* Federal Labor Laws
* State Labor Laws
* Eight Steps for Hiring Your First Employee
* Obtain an Employer Identification Number (EIN)
* Set Up Records for Withholding Taxes
* Verify Employee Eligibility
* Register with Your State’s New Hire Reporting Program
* Obtain Workers’ Compensation Insurance
* Post All Required Notices
* File Your Taxes
* Get Organized and Keep Yourself Informed
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Summary

**2.7 Business Names & Licensing**

* Course Overview
* Learning Objectives
* Choose a Business Name
* Doing Business As (DBA)
* Register with State Agencies
* Business Licenses and Permits
* Federal Licenses and Permits
* State Licenses and Permits
* Local Licenses and Permits
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Summary

**Module 3: Financial Considerations**

**3.1 Financial Management**

* Course Overview
* Learning Objectives
* Definition of Financial Management
* Benefits of Financial Management
* Financial Management and Loans
* Budgeting
* Bookkeeping
* Bookkeeping Steps

**Module 3: Financial Considerations** (continued)

**3.1 Financial Management** (continued)

* Definition of a Profit and Loss Statement (P&L)
* Formula for a P&L Statement
* Ensuring an Accurate P&L Statement
* Cash Flow
* Uses for Cash Flow
* Cash Flow Projection Sample
* Introduction to Business Financing
* Preparing for a Loan
* Best Practices in Small Business Financing
* The Loan Package
* Qualifying for a Loan
* Start Up Financing
* Other Funding Sources – Banks
* Other Funding Sources – Regional Lending
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Knowledge Check #6
* Knowledge Check #7
* Knowledge Check #8
* Knowledge Check #9
* Knowledge Check #10
* Knowledge Check #11
* Summary

**3.2 Record Keeping**

* Course Overview
* Learning Objectives
* Introduction
* Importance of Record Keeping
* Record Retention
* Record Keeping Tools
* Paper Tools
* Tickler Systems
* Computer Systems
* Cloud Computing
* Evaluating Business Software
* Business Software Categories
* Business Email Software
* Business Spreadsheet Software
* Business Accounting Software
* Business software Training
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5

**Module 3: Financial Considerations** (continued)

**3.2 Record Keeping**

* Knowledge Check #6
* Knowledge Check #7
* Knowledge Check #8
* Knowledge Check #9
* Knowledge Check #10
* Summary

**3.3 Credit Reporting**

* Course Overview
* Learning Objectives
* Introduction to Credit Reporting
* Impact of a Credit Report
* Business Credit Reports
* Business Credit Report Contents
* Consumer Reporting Agency
* Mutual Management of Risk
* Reporting to Credit Agencies
* Fair Credit Reporting Act
* Fair Credit Billing Act
* Handling Personal Information
* Personal Credit and Its Impact on Business
* Improving Your Personal Credit Score
* Personal Guarantee
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Knowledge Check #6
* Knowledge Check #7
* Summary

**Module 4: Marketing Your Business**

**4.1 Promoting Your Business**

* Course Overview
* Learning Objectives
* Introduction
* Four Key Marketing Activities
* Conducting Market Research
* Creating a Marketing Strategy
* Target Marketing
* Your Marketing Mix
* Nature of the Product
* Introduction to Developing a Marketing Plan
* Components of Your Marketing Plan
* Budgeting
* Return on Investment

**Module 4: Marketing Your Business** (continued)

* 1. **Promoting Your Business** (continued)
* Maintaining Your Plan
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Knowledge Check #5
* Summary
  1. **Integrating Marketing into Your Business**
* Course Overview
* Learning Objectives
* Introduction
* Marketing Steps
* Marketing Activities
* General Ideas
* Target Market
* Product Development
* Education, Resources and Information
* Pricing and Payment
* Marketing Communications
* Media Relations
* Customer Service and Customer Relations
* Networking and Word of Mouth
* Advertising
* Special Events and Outreach
* Sales Ideas
* Evaluating Performance
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Summary

**4.3 Advertising: The Basics**

* Course Overview
* Learning Objectives
* Introduction
* What Advertising Can and Cannot Do for Your Business
* Advantages and Challenges of Advertising
* Comparing Advertising and Public Relations
* Planning Your Advertising
* Design the Framework
* Fill in the Details
* Collect Information
* Create an Action Plan
* Explore Promotional Avenues
* The Advertising Campaign
* Advertising Law
* General Advertising Law

**Module 4: Marketing Your Business** (continued)

**4.3 Advertising: The Basics** (continued)

* Advertising Pricing Rules
* Other Applicable Laws
* Knowledge Check #1
* Knowledge Check #2
* Summary
  1. **Online Promotion**
* Course Overview
* Learning Objectives
* Introduction
* Email Formats
* Email Incentives
* Asking for Information
* Importance of a Web Presence
* Introduction to Advertising and Marketing on the Internet
* Advertiser Responsibilities
* Avoiding Questionable Practices
* Sources of Information
* Knowledge Check #1
* Knowledge Check #2
* Knowledge Check #3
* Knowledge Check #4
* Summary

**Module 5 Developing a Business Plan**

* Course Overview
* Welcome
* Learning Objectives
* Components of a Business Plan

1. Cover Page
2. Executive Summary
3. Company Description
4. Market Analysis/Research
5. Service or Product Line
6. Marketing and Sales Goals
7. Financial Projections

* Summary

**Assessment Instructions**

There is a final test available after Module 5.

This test:

1. has randomly-selected questions
2. it reviews all of the material in Modules 1 – 5
3. you can take the test as many times as you wish
4. in order to receive credit for the course, you must achieve at least a final score of 80% (28 correct answers).