

Center for Educational Leadership

Executive Microenterprise Development Program An Entrepreneurship Seminar

Spring Session
Saturdays 10:00-1:00pm
Pomona YMCA
Office Hours: By Appointment

Jerry Johnson
Lead Facilitator
909-802-0309
jerry@center4education.org

Summary

This executive level course is designed to give experienced business professionals a training framework for facilitating microenterprise training seminars and to provide technical support. Moreover, it seeks to develop business entrepreneurs as associates in the context of advancing the Centers business model of entrepreneurship training and business development throughout the region.

The seminar follows a three-track training approach. The first is content training in entrepreneurship education facilitated by Jerry Johnson. Second, a strategic planning framework is introduced and participants develop specific goals around broad strategic imperatives. Lastly, each participant will present a lecture on a topic of their choice. They present their topic material and facilitate the discussion, questions and answers.

Course Material

Course Text and Workbook: **"How to Start and Operate a Small Business"** National Foundation for Teaching Entrepreneurship

Worksheet: **"Strategic Planning Document"**, Center for Educational Leadership

Course Supplement: **"Business Plan Workbook"** National Foundation for Teaching Entrepreneurship

Executive Microenterprise Development Program		
Week	Content Objectives	Assignment
1	Microenterprise: Competitive Strategy and the Business Model	Ch. 5-8-17
	Strategic Planning: Overview of Strategic Planning Framework	Overview
	Executive Trainee Presentation: Lecture Assignments	Overview
2	Microenterprise: Business Formation and Organization	Ch. 25-32-46
	Strategic Planning: Strategic Imperative I	Discuss Strategy I
	Executive Trainee Presentation: Business Organization	Presentation
3	Microenterprise: The Financial Operation and Budgeting	Ch. 13-9-28-31-36
	Strategic Planning: Strategic Imperative II	Discuss Strategy II
	Executive Trainee Presentation: Making a Business Case	Presentation
4	Microenterprise: Marketing and Market Research	Ch. 10-11-18-19-20
	Strategic Planning: Strategic Imperative III	Discuss Strategy II
	Executive Trainee Presentation: Small Business Marketing	Presentation
5	Microenterprise: Small Business Financing	Internet Research
	Strategic Planning: Strategic Imperative IV	Discuss Strategy IV
	Executive Trainee Presentation: Guest Panel on Financing	Panel Discussion