**20-Hour Course**  
Winter 2018

**Facilitator:** Briana Rivaldo   
**Class Location**: Urban League of Rochester   
 265 North Clinton Avenue, Rochester, NY 14605   
**Class Time:** Monday & Wednesday, 05:30am -8:30pm  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Purpose of the Course:**  
This introductory small-business course presents options and strategies for achieving self-sufficiency through self-employment, with an emphasis on learning and meeting professional standards for financial management, marketing, and customer service. Whether participants wish to explore self-employment options, turn a hobby into a reliable income source, or professionalize an existing microbusiness. Our practical "learn it today, use it tomorrow" approach will help build a solid foundation for business success.   
  
**Objectives**   
• To provide participants with the fundamental tools to successfully start or grow their business   
• To help participants successfully develop their business concepts into a workable business plan   
• To help participants develop a strong knowledge base and set of tools that enables them to prepare for the challenges associated with entrepreneurship   
  
  
**Attendance Policy**   
Attendance is of vital importance to all classes. Class participants are expected to complete 20 hours of course training to be eligible for a certificate of course completion. If students must miss a class, they are responsible for making up any assignments. There will be two *optional* class sessions conducted on a Saturday for those who need additional course training hours.  
  
  
  
  
  
  
**Urban League of Rochester EAP Syllabus**

**Winter 2018**

**Course Schedule**

| Date | Time | Session | Topic |
| --- | --- | --- | --- |
| February 5, 2018 | *10:00am -1:00pm* | 1 | Introduction to Entrepreneurship |
| February 12, 2018 | *10:00am -1:00pm* | 2 | Choosing a Business Entity |
| February 14, 2018 | *10:00am -1:00pm* | 3 | Business Financial Basics |
| February 21, 2018 | *10:00am -1:00pm* | 4 | Marketing Basics |
| February 26,2018 | *10:00am -1:00pm* | 5 | Business Plan Basics |

**Subject to Change**