



ENTREPRENEURIAL CERTIFICATION PROGRAM

Presented By: B²Hub Accelerator Program

Mid-Spring/Early Summer - Course Schedule/Start: April 25, 2023

BAM BIZHUB

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Classroom request:

April 25, 2023 – Tuesday (Class Begins)

Time: 6:30 pm – 8:00 pm Topic: On-Boarding

The class requested time to enable questions, answer concerns, and provide necessary guidance. We will review expectations and required outcomes while introducing various methods for instructor/student collaboration opportunities.

May 11, 2023 - Thursday

Time: 6:30 pm – 8:00 pm Topic: Business Model Canvas

We will provide instructions on the development of a business model. Discussions include methods applied to expand the value proposition and describe critical components, revenue streams, and essential practices for developing customer relationships through various channels.

June 8, 2023 - Thursday

Time: 6:30 pm – 8:00 pm Topic: Business Plan Part 1

The class will receive clarification on various worksheets (provided) to assist in the advancement of financial projections, methods of creating a narrative, required information from research efforts, review operational costs, and determine revenue streams.

July 11, 2023 – Tuesday (Class Completion)

Time: 6:30 pm – 8:00 pm Topic: Program Review

The class time enables us to review projects, collaborate with students to finalize development, and receive feedback on course delivery to continuously improve materials, instruction, and specific outcomes.

Odessa College - 10-Week Program Entrepreneurial Certification

Method	Date	Requirement	Description
Face-2-Face	4/25/2023	Time: 6:30 pm – 8:00 pm	On-Boarding Introduction Expectations
Video Conferencing	4/27/2023	Research Your Market - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Objectives/Goals
Video Conferencing	5/2/2023	Research Your Market - Part 2 Time: 6:30 pm – 8:00 pm	Research Market Target Customers Competitors
Video Conferencing	5/4/2023	Feasibility Analysis - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Primary Objectives Legal Aspects Operational Evaluation Scheduling
Video Conferencing	5/9/2023	Feasibility Analysis - Part 2 Time: 6:30 pm – 8:00 pm	Review Outcomes Economic Trends Benefits and Cost
Face-2-Face	5/11/2023	Classroom Request – Bus Model Time: 6:30 pm – 8:00 pm	Open Discussion Develop the Value Proposition Review Key Components
Video Conferencing	5/16/2023	Business Model - Part 2` Time: 6:30 pm – 8:00 pm	Introduction Value Proposition Cost Structure Revenue Streams
Video Conferencing	5/18/2023	Business Model - Part 3 Time: 6:30 pm – 8:00 pm	Customer Relationships Core Processes Channels – Distribution
Video Conferencing	5/23/2023	Pricing Model - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Influences/Effects - Low Pricing Types of Pricing Models Worksheet
Video Conferencing	5/25/2023	Pricing Model - Part 2 Time: 6:30 pm – 8:00 pm	Price Strategies Pricing Influences
Video Conferencing	5/30/2023	Marketing Strategy - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Review Digital Marketing Prepare to Develop a SWOT Marketing Strategies

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Method	Date	Requirement	Description
Video Conferencing	6/1/2023	Marketing Strategy - Part 2 Time: 6:30 pm – 8:00 pm	Methods of Developing the Persona Develop Segmentation - Platforms Begin the Marketing Plan
Video Conferencing	6/6/2023	Marketing Strategy - Part 3 Time: 6:30 pm – 8:00 pm	Type of Platforms Emails - Channels Direct, Co-Branding
Face-2-Face	6/8/2023	Classroom Request - Part 1 Time: 6:30 pm – 8:00 pm	Business Pan & Financial Projections Introduction Review Worksheets
Video Conferencing	6/13/2023	Business Plan/Projections - Part 2 Time: 6:30 pm – 8:00 pm	Developing the Narrative Review Topics and Requirements
Video Conferencing	6/15/2023	Business Plan/Projections - Part 3 Time: 6:30 pm – 8:00 pm	Understanding Financial Projections Review Examples Preparation of Financial Projections
Video Conferencing	6/20/2023	Business Plan/Projections - Part 4 Time: 6:30 pm – 8:00 pm	Review Costs Structure Projections Finalize Outcome
Video Conferencing	6/22/2023	Lending Opportunities - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Developing Baseline Knowledge Credit Rating SBA Loans
Video Conferencing	6/27/2023	Lending Opportunities - Part 2 Time: 6:30 pm – 8:00 pm	Commercial Loans Grants SBA Loan Application - Review
Video Conferencing	6/29/2023	Award Winning Pitch Time: 6:30 pm – 8:00 pm	Introduction Mechanics of the Pitch Elements of the Pitch Developing the Pitch
Video Conferencing	7/6/2023	Award Winning Pitch Time: 6:30 pm – 8:00 pm	Developing Pitch Deck Meeting Expectations Methods of Engagement
Face-2-Face	7/11/2023	Classroom Request Time: 6:30 pm – 8:00 pm	Outcomes - End of Program Program Review Open Discussion