



ENTREPRENEURIAL CERTIFICATION PROGRAM

Presented By: B²Hub Accelerator Program

Summer Course Schedule: June 2022

BAM BIZHUB

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Classroom request:

June 28 – Monday (Class Begins)

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

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

July 14 - Thursday

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

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

August 11 - Thursday

Time: 6:30 pm - 8:00 pm Topic: Business Plan & Financial Projections

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 the operational costs, and determine revenue streams.

September 8 – Thursday (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 delivery, materials, and specific outcomes.

Schedule: Entrepreneurial Certification Program

Odessa College, Odessa Texas

Method	Date	Requirement	Description
Face-2-Face	6/28/2022	Classroom Request Time: 6:30 pm - 8:00 pm	On-Boarding Introduction Expectations
Video Conferencing	6/30/2022	Research Your Market - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Objectives/Goals
Video Conferencing	7/5/2022	Research Your Market - Part 2 Time: 6:30 pm - 8:00 pm	Research Market Target Customers Competitors
Video Conferencing	7/7/2022	Feasibility Analysis - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Primary Objectives Legal Aspects Operational Evaluation Scheduling
Video Conferencing	7/12/2022	Feasibility Analysis - Part 2 Time: 6:30 pm - 8:00 pm	Review Outcomes Economic Trends Benefits and Cost
Face-2-Face	7/14/2022	Classroom Request Time: 6:30 pm - 8:00 pm	Open Discussion Develop the Value Proposition Review Key Components
Video Conferencing	7/19/2022	Business Model - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Value Proposition Cost Structure Revenue Streams
Video Conferencing	7/21/2022	Business Model - Part 2 Time: 6:30 pm - 8:00 pm	Customer Relationships Core Processes Channels
Video Conferencing	7/26/2022	Pricing Model - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Influences/Effects - Low Pricing Types of Pricing Models Worksheet
Video Conferencing	7/28/2022	Pricing Model - Part 2 Time: 6:30 pm - 8:00 pm	Price Strategies Pricing Influence
Video Conferencing	8/2/2022	Marketing Strategy - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Review Digital Marketing Prepare to Develop a SWOT Marketing Strategies

Method	Date	Requirement	Description
Video Conferencing	8/4/2022	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	8/9/2022	Marketing Strategy - Part 3 Time: 6:30 pm - 8:00 pm	Type of Platforms Emails - Channels Direct, Co-Branding
Face-2-Face	8/11/2022	Classroom Request - Part 1 Time: 6:30 pm - 8:00 pm	Business Plan & Financial Projections Introduction Review Worksheets
Video Conferencing	8/16/2022	Business Plan/Projections - Part 2 Time: 6:30 pm - 8:00 pm	Developing the Narrative Review Topics and Requirements
Video Conferencing	8/18/2022	Business Plan/Projections - Part 3 Time: 6:30 pm - 8:00 pm	Understanding Financial Projections Review Examples Preparation of Financial Projections
Video Conferencing	8/23/2022	Business Plan/Projections - Part 4 Time: 6:30 pm - 8:00 pm	Review Costs Structure Projections Finalize Outcome
Video Conferencing	8/25/2022	Lending Opportunities - Part 1 Time: 6:30 pm - 8:00 pm	Introduction Developing Baseline Knowledge Credit Rating SBA Loans
Video Conferencing	8/30/2022	Lending Opportunities - Part 2 Time: 6:30 pm - 8:00 pm	Commercial Loans Grants SBA Loan Application - Review
Video Conferencing	9/1/2022	Award Winning Pitch Time: 6:30 pm - 8:00 pm	Introduction Mechanics of the Pitch Elements of the Pitch Developing the Pitch
Video Conferencing	9/6/2022	Award Winning Pitch Time: 6:30 pm - 8:00 pm	Develop the Deck Stack Developing Pitch Deck Meeting Expectations Methods of Engagement
Face-2-Face	9/8/2022	Classroom Request Time: 6:30 pm - 8:00 pm	Outcomes - End of Program Program Review Open Discussion