



HOWARD COLLEGE

**ENTREPRENEURIAL
CERTIFICATION
PROGRAM**

Presented By: B²Hub Accelerator Program

Spring Course Schedule 2023

BAM BIZHUB

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Classroom request:

1/10/2023 (Start Date)

Time: 8:15 pm - 9:30 pm **Topic: On-Boarding**

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

1/26/2023

Time: 8:15 pm – 9:30 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.

2/23/2023

Time: 8:15 pm - 9:30 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 of the operational costs, and determine revenue streams.

3/23/2023 (Completion Date)

Time: 8:15 pm - 9:30 pm **Topic: Program Review**

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

Howard College - 10-Week Program Entrepreneurial Certification

Method	Date	Requirement	Description
Face-2-Face	1/10/2023	Time: 8:15 pm - 9:30 pm	On-Boarding Introduction Expectations
Video Conferencing	1/12/2023	Research Your Market - Part 1 Time: 8:15 pm - 9:30 pm	Introduction Objectives/Goals
Video Conferencing	1/17/2023	Research Your Market - Part 2 Time: 8:15 pm - 9:30 pm	Research Market Target Customers Competitors
Video Conferencing	1/19/2023	Feasibility Analysis - Part 1 Time: 8:15 pm - 9:30 pm	Introduction Primary Objectives Legal Aspects Operational Evaluation Scheduling
Video Conferencing	1/24/2023	Feasibility Analysis - Part 2 Time: 8:15 pm - 9:30 pm	Review Outcomes Economic Trends Benefits and Cost
Face-2-Face	1/26/2023	Classroom Request – Bus Model Time: 8:15 pm - 9:30 pm	Open Discussion Develop the Value Proposition Review Key Components
Video Conferencing	1/31/2023	Business Model - Part 2 Time: 8:15 pm - 9:30 pm	Introduction Value Proposition Cost Structure Revenue Streams
Video Conferencing	2/2/2023	Business Model - Part 3 Time: 8:15 pm - 9:30 pm	Customer Relationships Core Processes Channels – Distribution
Video Conferencing	2/7/2023	Pricing Model - Part 1 Time: 8:15 pm - 9:30 pm	Introduction Influences/Effects - Low Pricing Types of Pricing Models Worksheet
Video Conferencing	2/9/2023	Pricing Model - Part 2 Time: 8:15 pm - 9:30 pm	Price Strategies Pricing Influence
Video Conferencing	2/14/2023	Marketing Strategy - Part 1 Time: 8:15 pm - 9:30 pm	Introduction Review Digital Marketing Prepare to Develop a SWOT Marketing Strategies
Video Conferencing	2/16/2023	Marketing Strategy - Part 2 Time: 8:15 pm - 9:30 pm	Methods of Developing the Persona Develop Segmentation - Platforms

Method	Date	Requirement	Description
Video Conferencing	2/21/2023	Marketing Strategy - Part 3 Time: 8:15 pm - 9:30 pm	Type of Platforms Emails - Channels Direct, Co-Branding
Face-2-Face	2/23/2023	Classroom Request - Part 1 Time: 8:15 pm - 9:30 pm	Business Plan & Financial Projections Introduction Review Worksheets
Video Conferencing	2/28/2023	Business Plan/Projections - Part 2 Time: 8:15 pm - 9:30 pm	Developing the Narrative Review Topics and Requirements
Video Conferencing	3/2/2023	Business Plan/Projections - Part 3 Time: 8:15 pm - 9:30 pm	Understanding Financial Projections Review Examples Preparation of Financial Projections
Video Conferencing	3/7/2023	Business Plan/Projections - Part 4 Time: 8:15 pm - 9:30 pm	Review Costs Structure Projections Finalize Outcome
Video Conferencing	3/9/2023	Lending Opportunities - Part 1 Time: 8:15 pm - 9:30 pm	Introduction Developing Baseline Knowledge Credit Rating SBA Loans
Video Conferencing	3/14/2023	Lending Opportunities - Part 2 Time: 8:15 pm - 9:30 pm	Commercial Loans Grants SBA Loan Application - Review
Video Conferencing	3/16/2023	Award Winning Pitch – Part 1 Time: 8:15 pm - 9:30 pm	Introduction Mechanics of the Pitch Elements of the Pitch Developing the Pitch
Video Conferencing	3/21/2023	Award Winning Pitch – Part 2 Time: 8:15 pm - 9:30 pm	Developing Pitch Deck Meeting Expectations Methods of Engagement
Face-2-Face	3/23/2023	Classroom Request Time: 8:15 pm - 9:30 pm	Outcomes - End of Program Program Review Open Discussion