

Business Plan Certificate



FAU's Business Plan Certificate Program includes three modules designed for the new entrepreneur who wants to gain knowledge in developing the necessary skill sets to create a successful business plan with the intent of requesting funding. This new and improved program has added marketing, operations, team leadership, management, implementation and sales. Modules are designed to be taken consecutively to prepare for two important objectives: entry into the annual spring FAU Business Plan Competition (details at www.fauadamscenter.org/bpc) and to pitch to angel investors, venture capitalists or financial institutions.

ALL modules include industry experts, serial entrepreneurs, venture capital investors, angel investors and legal experts as instructors and guest speakers.

WHO SHOULD ENROLL:

- Budding entrepreneurs with a desire to build your own business
- College students who have an idea and want to find like-minded people
- Small business owners who want to take your business to the next level
- Intrapreneurs or people who run small businesses within larger organizations

Module 1:

Entrepreneur "toolkit"

- Learn what it really means to be an entrepreneur
- Business Plan 101, Rules for the FAU Business Plan Competition
- Learn the difference of Marketing vs. Sales
- Legal issues of starting a business
- How to "pitch" your idea for money

30 classroom hours, 10 Mondays,
Sept. 14 to Nov. 16, 2009,
6:30-9:30 p.m.

Module 2:

Information and execution

- Learn basic accounting principles and QuickBooks to get your business started
- Learn systems planning and basic IT communication systems
- Discover the MOST effective research tools for market analysis
- Work in teams to write the business plan and prepare a pitch worthy of funding

30 classroom hours, 10 Mondays,
Jan. 11 to Mar. 22, 2010,
(no class Jan. 18 or Mar. 8),
6:30-9:30 p.m.

Module 3:

Optional, five hours of additional mentoring for your specific business plan

\$699 Non-Student
\$499 FAU Alumni/Staff
\$299 Current FAU Students
\$599 Customized Mentoring (Optional)

REGISTER TODAY! To register for the class or more information, visit www.fauadamscenter.org/certificate1



ADAMS CENTER FOR ENTREPRENEURSHIP

Barry Kaye College of Business
Florida Atlantic University

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OUR VISION:

The Adams Center for Entrepreneurship provides a unique academic experience fostering transformational intellectual growth beyond conventional wisdom in the pursuit and creation of sustainable solutions to business and social problems.

OUR MISSION:

To cultivate entrepreneurial leaders through academic partnerships and scholarly research that generates social and economic value locally and globally.

Transforming Business
ONE STUDENT AT A TIME