

BENEFITS

Northeastern Neighborhood Development Corporation

FUNDAMENTAL BUSINESS PRINCIPLES

This comprehensive course will address basic business principles. Local industry professionals in accounting, human resource, and legal professions will provide classroom instruction. In addition, an instructor will be available to assist you in developing your business plan.

At the end of this course, students will have completed their own business plan and understand the steps to obtain financing or open your door for business.

NNDC's **Fundamental Business Principles** course will be taught in comprehensible terms for both new and established entrepreneurs. The course will address theory and practical application. Students will have the opportunity to meet professionals within each of the business disciplines.

Course: April 26-June 2, 2005
Classes: Tuesdays & Thursdays
Time: 6:15 p.m.-8:00 p.m.

Light refreshments will be provided at each session.

A certificate of completion will be presented to each student at the end of the course.



The fee for the course is **\$75.00**.

Take advantage of early enrollment registration: \$60.00 before April 18, 2005.

COURSE OUTLINE

Week 1 ORGANIZATION

- Developing your mission statement
- Five functions of management
- Planning & problem solving

Week 2 ORGANIZATION

- Getting started with your business plan
- Setting up your legal Structure: A prominent local attorney will assist students in determining which legal structure is best for their business
- Accounting and bookkeeping

Week 3 MANAGEMENT

- Leading: Analyze personality types to improve productivity
- Managing: Operational flow and increasing productivity of your employees
- Staffing: How to fire someone without being sued

Week 4 MANAGEMENT & MARKETING

- Leading
- A noted marketing professional will lead the class in a discussion on marketing principles and strategies; pricing and advertising and public relations

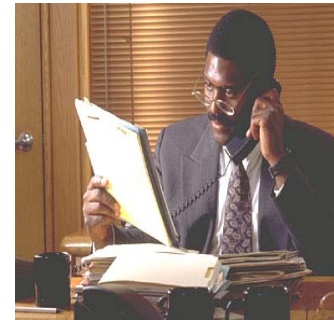
Week 5 MANAGEMENT & ACCOUNTING

- Organizing & controlling
- Understanding financial statements
- Developing cash flow projections and income statements

Week 6 MANAGEMENT

- Resolving Conflicts
- Developing a Sexual Harassment Policy
- Managing Stress

MISSION



The **Fundamental Business Principles** course is designed to help small business owners & managers strengthen their management skills.

FACILITATOR

Walt Williams is the course facilitator. Mr. Williams has a passion and expertise in designing and delivering management courses and programs that assist business owners & managers improve their management skills. He and designated professionals will provide step by step counseling to assist entrepreneurs in starting their business. Mr. Williams' high energy and motivational style will ensure that you and your managers have a memorable learning experience focused on providing needed skills that they can easily apply to the workplace.

Mr. Williams is employed by the Ohio State University, as an extension education instructor in economic development.



Management Education for Small Business Owners and Managers

Fundamental Business Principles



A Six Week Basic Business Course
April 26—June 2, 2005
6:15 pm—8:00 pm



Northeastern Neighborhood
Development Corporation

Tanya M. Allmond
Executive Director

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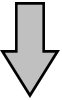


Registration Form
NNDC Fundamental Business Principles Course
April 26—June 2, 2005
Tuesdays & Thursdays 6:15—8:00 pm

Name: _____
Company Name _____ Type of Business _____
Address: _____
Phone: _____ Fax: _____ Email: _____
Course Fee \$75.00 (after April 18) \$60.00 (early registration—before April 18)

Scholarships are available on a first-come, first-serve basis.

Return the registration form and fee to:



Ms. L. Evans, Registrar
540 East 105th Street # 202 Cleveland, Ohio 4108
Registration deadline: Friday, April 15, 2005
Make checks payable to NNDC