

Tool #1

Sample Curriculum for Community Entrepreneurship Training Program

Community Bootcamp for Entrepreneurs

Presented by the University of Notre Dame and Partners

Saturdays, February 15, 22, 29, March 7, 14, 21, 2020

8:30 am-1:00 pm

Center for Civic Innovation, 1045 W. Washington St., South Bend, Indiana



For those in difficult circumstances who are trying to start or grow a business



FEBRUARY 15 - Bootcamp Basics: The Entrepreneurial Dream

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

It All Starts with an Idea; Thinking the Entrepreneurial Way; The Nature of the Entrepreneurial Experience; Entrepreneurship as a Process; Entrepreneurship as a Journey; Why Anyone Can Do It; Key Competencies and Skills; The Four Types of Ventures that Entrepreneurs Start; The Commodity Trap; Opportunity versus Concept;

Guest Entrepreneurs – **Consuella Hopkins, founder, Conseulla's Accounting and Tax and Emily Sandock, founder, Little House Montessori and BodEUrban**

FEBRUARY 22 - What You Need to Know About the Numbers

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

Understanding Your Model for Making Money; Basic Economics of Your Business; Determining How Much You Have to Sell to Survive; What You Really Need to Know About Financial Statements; Why Cash Flow is King

Guest Entrepreneurs – **Willie Graham, founder, Jubilee Builders and Dominique Martin, serial entrepreneur**

Special Session from 12-1pm: "Developing & Using Your Social Media Presence" **Heather Asiala and Corey Hankins, Pulte Institute**

FEBRUARY 29 – Planning, Thinking Strategically, and Managing Your Risk

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

Working *On* Your Business Not Just *In* Your Business; Planning versus the Business Plan; Audiences for Plans; The Logic and Structure of a Good Plan; Mistakes Made in Writing Your Plan; How to Use the Plan; Strategic Thinking, Your Profit Model, How to Address the Commodity Trap; Mitigating Risks Surrounding Your Business

Guest Entrepreneurs – **Chris Cali, founder, Viewtique and Mary-Jo Ritchie-Flint, founder, MJR Photography**

Special Session from 12-1pm: "Ask the Lawyers", **James J. Kelly, Jr. and the Notre Dame Clinical Law Center and guest attorney**

MARCH 7 – Getting Resources (including Money) When You Do Not Have Any Money

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

Getting Resources When You Don't Have Any; How to Bootstrap and Leverage Resources; What About Money?; How Much Money; Sources of Money; When to Use What Source; How to Approach the Various Sources; What an Entrepreneur Needs to Know About Negotiation;

Guest Entrepreneurs – **Mark Tarner, Founder, South Bend Chocolate Company and Sam Elliott, founder, Wonder Digital Design**

Special Session from 12-1pm: "Working with Lenders to Get Loans & Other Services", Quentin Phillips, Notre Dame Federal Credit Union and Lindy Breeden, First Federal Savings

MARCH 14 - Customers Drive the Business

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

Markets and Marketing; Understanding your Customers; Segmenting the Market; The Guerrilla Concept; Doing

More with Marketing While Spending Less; Entrepreneurial Approaches to Core Marketing Decisions

Guest Entrepreneurs – **Courtney Kubly, Manager, Ten Thousand Villages and Paula Sours, founder, Visions GPS Branding**

Special Session from 12-1pm: "Improving Your Chances on Government Contracts", Michael Patton, City of South Bend and Gilberto A. Carles & Daniel Presler, University of Notre Dame

MARCH 21 – Operations and Other Fundamentals that Matter

Instructor: Dr. Michael Morris, Professor of Entrepreneurship

Formal Operations; Designing Your Formal Operating Model; A day in the Life and Associated Issues of Value, Quality, Bottlenecks, Suppliers and More; Finding People: What You Need to Know About Employees and Staffing Issues; Forms of Organization; Other Fundamentals that Matter.

Guest Speaker – **Alan Steele, NCISBDC, Your First 100 Days**

Graduation Lunch and Certificate Presentations: 12:00-1:30 pm, Guest Entrepreneur: TBA