

## **Syllabus for How to Start a Micro Business Virtual Class**

### Lesson One: What is a Micro Business?

Starting in Chapter One of *Starting a Micro Business*, students will understand the characteristics of a micro business and begin exploring their skills and interests.

### Lesson Two: Getting an Idea

By reading Chapter Two of *Starting a Micro Business* and brainstorming, students will come up with several micro business ideas.

### Lesson Three: Problems and Pitfalls

Before they launch a business, students will learn about some potential problems and how to avoid them.

### Lesson Four: Writing a Business Plan

This is a long assignment as students write a business plan for their micro start up.

### Lesson Five: Starting Without Debt

Chapter Five in *Starting a Micro Business* discusses the problems with debt and how to start a micro business with very little money.

### Lesson Six: Research and Encouragement

Students will read the final two chapters in *Starting a Micro Business* on learning more about their chosen business and staying motivated.

### Lesson Seven: Sales

Beginning in the first chapter of *Running a Micro Business*, students will create sales slogans, presentations and forms.

### Lesson Eight: Marketing

Chapter Two of *Running a Micro Business* covers marketing. This lesson may take two weeks or more to complete, especially if a student builds a website for the micro business.

### Lesson Nine: Customer Service

Students will pick several customer service ideas from a list in Chapter Three of *Running a Micro Business*

### Lesson Ten: Record Keeping

Students learn the importance of keeping good records in their micro business.

### Lesson Eleven: Bookkeeping and Software

This lesson covers two chapters in *Running a Micro Business*. Students read through a

bookkeeping example and learn about accounting software for a micro business.

#### Lesson Twelve: Names, Numbers and Insurance

This lesson covers two chapters in *Running a Micro Business* on legal issues such as choosing a name and obtaining a tax id number as well as reducing risk through insurance or limited liability status.

#### Lesson Thirteen: Time Management

This final lesson encourages students to set goals, keep a to do list and manage their time well.