

Syllabus for Micro Business for Teens
 Mason Co-op Fall 2010

Week	Date	Topic in class	Homework after class
1	09/10/10	Workbook Ch 1 What is a Micro Business? Your skills & abilities. Brainstorm ideas	Read <i>Starting</i> Chapter 1 What Is a Micro Biz? and Chapter 2 Ideas . Do Workbook Chapters 1 & 2. Visit class blog and post an introduction and comments to posts for Lessons 1 and 2
2	09/17/10	Discuss Workbook Ch 2 Market surveys. Hear Elevator speeches. Discuss problems (if time)	Read <i>Starting</i> Chapter 3 Problems and do Workbook Chapter 3.
3	09/24/10	Chapter 3 Problems. Intro Business Plan	Read <i>Starting</i> Chapter 4 on Business Plans. Do Workbook Chapter 4 Biz Plan. Post your biz plan as word doc to website.
4	10/01/10	Workbook Ch 4 Business Plan.	Finish Biz Plan in Workbook Chapter 4. Read <i>Starting</i> Chapter 5 .
5	10/08/10	Workbook Ch 5 Starting Without Debt	Do Workbook Chapter 5 on No Debt. Post your start up expenses and source of money to blog. Read <i>Starting a Micro</i> Chapter 6 & 7
6	10/15/10	Workbook Chapter 6 Research & Chapter 7 Encouragement	Do more research. Fill in workbook pages for Ch 6 & 7. Interview a business owner. Post details of your interview to blog. Read <i>Running</i> Chapter 1
	10/22/10	Discuss results of more research Workbook Ch 6 & 7. Introduce tag lines and sales presentations	Do Workbook Chapter 8 on Sales. Practice Sales presentation. Read <i>Running</i> Chapter 2 Marketing
7	10/29/10	Give sales presentations in class. Discuss Marketing	Pick 3 marketing ideas and add them this week. Workbook Chapter 9. Post your flier idea to blog. Post your website if you have one. Read <i>Running a Micro</i> Chapter Chapter 3 Customer Service.
8	11/05/10	Share marketing ideas. Discuss Customer Service. Start to discuss Record Keeping & Bookkeeping	Do Workbook Chapter 10 on Customer Service. Pick 3 customer service ideas and add them to your business. Read <i>Running</i> Chapter 4 Record Keeping, Chapter 5 Bookkeeping, Chapter 6 Software
9	11/12/10	Discuss Record Keeping & Bookkeeping. Do example in class.	Workbook Chapter 11 on Record Keeping and Chapter 12 on Bookkeeping. Read <i>Running a Micro</i> Chapter 7 Names and Numbers, Chapter 8 Risk

10	11/19/10	Discuss Names, EINs rick, insurance and business structures.	Do Chapter 13 in Workbook on picking a name and business structure, insurance and LLCs. Read <i>Running a Micro</i> Chapter 9 Time Management
11	11/26/10	THANKSGIVING BREAK	no class
12	12/03/10	Discuss Time Management	Do Chapter 14 in Workbook on time management
13	12/10/10	Video or Guest speaker or plan Trade Fair	Prepare for trade fair
