

Sample Syllabus for Micro Business for Teens

by Carol Topp

This 14 week class uses three books, *Starting a Micro Business*, *Running a Micro Business* and the *Micro Business for Teens Workbook*. Order the books at

<http://MicroBusinessForTeens.com/Products>

Week	Topic in class	Homework after class
1	Workbook Chapter 1 Discuss: What is a Micro Business? Your skills & abilities. Class Exercise: Brainstorm ideas*	Read <i>Starting a Micro Business</i> Chapter 1 What Is a Micro Business? and Chapter 2 Ideas. Do Workbook Chapters 1 & 2.
2	Discuss Workbook Chapter 2 Market surveys. Hear Elevator speeches.	Read <i>Starting</i> Chapter 3 Problems and do Workbook Chapter 3.
3	Discuss answers to Workbook Chapter 3 Problems. Introduce Business Plan	Read <i>Starting</i> Chapter 4 on Business Plans. Do Workbook Chapter 4 Business Plan.
4	Discuss answers to Workbook Chapter 4 Business Plan.	Finish Business Plan in Workbook Chapter 4. Read <i>Starting</i> Chapter 5 .
5	Discuss Business Plan. Introduce Workbook Chapter 5 Starting Without Debt	Do Workbook Chapter 5 on No Debt. Read <i>Starting a Micro</i> Chapters 6 & 7
6	Discuss answers to Workbook Chapter 6 Research & Chapter 7 Encouragement	Do more research. Fill in workbook pages for Ch 6 & 7. Interview a business owner. Read <i>Running</i> Chapter 1
7	Discuss results of more research. Discuss Workbook Ch 6 & 7. Introduce tag lines and sales presentations	Do Workbook Chapter 8 on Sales. Practice Sales presentation. Read <i>Running a Micro Business</i> Chapter 2 Marketing
8	Give sales presentations in class. Discuss answers to Workbook Chapter 8 Sales	Do Workbook Chapter 9 Marketing. Build a preliminary website.
9	Share marketing ideas, business cards, fliers, etc. Discuss answers to Workbook Chapter 9 Marketing. Discuss building a website	Pick 3 marketing ideas and try them this week. Read <i>Running a Micro Business</i> Chapter Chapter 3 Customer Service. Do Workbook Chapter 10 on Customer Service.
	Discuss answers to Workbook Chapter 10 Customer Service.	Read <i>Running</i> Chapter 4 Record Keeping, Chapter 5 Bookkeeping, Chapter 6 Software
10	Discuss Record Keeping & Bookkeeping. Do Workbook Chapter 11 example in class.	Do Workbook Chapter 12 on Bookkeeping. Read <i>Running a Micro</i> Chapter 7 Names and Numbers, Chapter 8 Risk
11	Discuss Workbook Chapter 12 answers record keeping.	Do Workbook Chapter 13 on picking a name and business structure, insurance and LLCs. Read <i>Running a Micro</i> Chapter 9 Time Management
12	Discuss Workbook Chapter 13 on names, EINs risk, insurance and business structures.	Do Chapter 14 in Workbook on time management
13	Discuss Workbook Chapter 14 Time Management	Prepare for trade fair
14	Video* or guest speaker or plan trade fair	

* Optionally the DVD *Starting a Micro Business* can be shown the first week of class