



Employment Skills Training

# **Self-Employment Success**

Self-Employment Success Program

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## **Self-Employment Success**

Advance Your Career with Specialized Knowledge in Vision Rehabilitation

### **Program Description**

The Self-Employment Success Program is an intensive, comprehensive training course designed to equip aspiring entrepreneurs and small business owners with the essential skills, knowledge, and tools necessary to start, manage, and grow their businesses successfully. This program provides a structured and interactive learning environment that covers critical aspects of business operations, financial management, strategic planning, and technology integration, ensuring participants are well-prepared to navigate the challenges of self-employment.

### **Time Commitment**

12 Months Total

- 12 Months of classroom instruction (3 courses per block enrollment)

### **Program Objectives:**

#### 1. Develop Comprehensive Business Management Skills

Provide a robust understanding of essential business management practices for self-employed individuals, covering areas such as financial management, marketing, operations, and risk management. Key Concepts: Business planning, financial analysis, marketing strategies, and legal compliance.

#### 2. Develop Comprehensive Business Management Skills

Provide a robust understanding of essential business management practices for self-employed individuals, covering areas such as financial management, marketing, operations, and risk management.

#### 3. Implement Sustainable Business Growth Strategies

Foster the ability to develop and apply sustainable growth strategies that address scaling challenges, promote environmental stewardship, and enhance business resilience. Key Concepts: Scaling, diversification, ethical leadership, and social responsibility

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### 4. Enhance Human Resources and Employer Responsibilities

Educate participants on effective human resources management and employer responsibilities to create a compliant and productive workplace. Key Concepts: Employment laws, HR management, recruitment, and workplace safety

### 5. Leverage Technology for Business Innovation and Growth

Empower participants to utilize technology strategically to innovate, improve efficiency, and maintain competitiveness in a rapidly evolving business landscape. Key Concepts: Technology integration, digital transformation, and innovation.

## Block Schedule

|                          |  |
|--------------------------|--|
| Block 1<br>(Month 1-3)   | <ul style="list-style-type: none"> <li>• Introduction to Entrepreneurship</li> <li>• Business Management for the Self-Employed</li> <li>• Excellence in Customer Service for all Business Sizes</li> </ul>   |
| Block 2<br>(Month 4-6)   | <ul style="list-style-type: none"> <li>• Marketing Strategies for Small Business</li> <li>• Financial Management and Accounting for Small Business</li> <li>• Advanced Inventory Management for Small Business</li> </ul>                            |
| Block 3<br>(Month 7-9)   | <ul style="list-style-type: none"> <li>• Employer Responsibilities and Human Resources Management for the Self-Employed</li> <li>• Operations and Risk Management for Small Business</li> <li>• Leveraging Technology for Business Growth</li> </ul> |
| Block 4<br>(Month 10-12) | <ul style="list-style-type: none"> <li>• Networking and Relationship Building for Business Success</li> <li>• Business Sustainability and Growth</li> <li>• Writing a Business Plan and Starting Your Business</li> </ul>                            |

## Course Descriptions

### **Advanced Inventory Management for Small Business**

This course provides entrepreneurs and small business owners with specialized knowledge to optimize inventory processes, reduce costs, and enhance profitability. From advanced concepts in inventory valuation to leveraging technology for tracking and analysis, participants will learn strategies for demand forecasting, inventory planning, and supply chain integration through real-world applications and case studies. With a focus on practical skills and industry expertise, this course equips learners to implement effective inventory management strategies tailored to the unique needs of small businesses.

### **Business Management for the Self-Employed**

This course is a comprehensive course designed to empower self-employed individuals with the skills and knowledge necessary to effectively manage and grow their businesses. Covering key topics such as business planning, financial management, marketing, operations, human resources, risk management, and legal compliance, this course provides a structured approach to learning. Through interactive modules, quizzes, assignments, and a final project, participants will develop practical strategies and tools to succeed in their self-employment ventures, ensuring long-term success and sustainability.

### **Business Sustainability and Growth**

This course offers a comprehensive exploration of sustainable growth strategies in business, covering topics such as scaling, diversification, and

overcoming growth challenges. Through a combination of theoretical concepts and practical applications, students will gain insights into fostering long-term success in a dynamic market landscape while prioritizing environmental stewardship, social responsibility, and ethical leadership. By the end of the course, participants will be equipped with the tools and frameworks needed to develop and implement sustainable growth strategies for businesses of all sizes.

### **Employer Responsibilities and Human Resources Management for the Self-Employed**

"Employer Responsibilities and Human Resources Management for the Self-Employed" is a comprehensive course tailored for self-employed individuals seeking to understand and fulfill their obligations as employers. Covering essential topics such as employment laws, HR frameworks, recruitment, compensation, performance management, workplace safety, and termination procedures, this course equips participants with the knowledge and tools needed to effectively manage their workforce. Through interactive modules, quizzes, case studies, and a final project, participants will develop practical HR skills and strategies to create a positive workplace environment and ensure compliance with legal and ethical standards.

### **Excellence in Customer Service for all Business Sizes**

This course is a comprehensive course designed to equip businesses with the skills and strategies necessary to deliver exceptional customer experiences. Covering foundational concepts such as effective communication and relationship-building, as well as advanced topics like leveraging technology and crisis management, this course provides practical insights tailored to both small and large businesses. Through interactive modules, real-world case studies, and assessment methods including quizzes and role-play scenarios, participants will gain the knowledge and tools needed to elevate their customer service practices and drive business success.

### **Financial Management and Accounting for Small Business**

This course is a comprehensive course designed to empower small business owners with the knowledge and skills needed to effectively manage their finances. From understanding basic accounting principles to navigating tax compliance and financial analysis, this course covers essential aspects to promote financial growth and stability. Through interactive modules, practical assignments, and a final project, participants will develop a customized financial plan tailored to their business needs, ensuring long-term success in today's competitive market.

### **Introduction to Entrepreneurship**

This course is a comprehensive course designed to lay the foundation for aspiring entrepreneurs, covering essential topics such as developing the entrepreneurial mindset, identifying business opportunities, and mastering the basics of starting and scaling a business. Through a blend of theoretical knowledge, real-world case studies, and hands-on exercises, participants

will gain the necessary skills and confidence to embark on their entrepreneurial journey. By exploring key concepts, analyzing successful entrepreneurs' traits, and engaging in practical activities, participants will be well-equipped to navigate the dynamic landscape of entrepreneurship and turn their business ideas into reality.

### **Leveraging Technology for Business Growth**

The course delves into the pivotal role of technology in driving innovation, efficiency, and competitiveness across modern businesses. Participants will explore diverse technologies, from core systems like ERP and CRM to cutting-edge trends like AI and blockchain, learning how to strategically integrate and leverage technology to streamline operations, foster innovation, and stay ahead in rapidly evolving markets. Through a comprehensive curriculum blending theory with practical insights and case studies, learners will gain the skills to assess technology needs, evaluate solutions, and develop robust implementation strategies tailored to their business contexts.

### **Marketing Strategies for Small Business**

This course is a comprehensive course tailored to equip small business owners and entrepreneurs with the essential skills needed to effectively promote their products and services. Covering a wide array of topics including branding, digital marketing, content creation, advertising, and sales integration, this course offers practical insights and strategies to reach the right audience and maximize marketing ROI. Through interactive modules, assignments, and a final project, participants will develop a customized marketing strategy to drive business growth and success in today's competitive market.

### **Networking and Relationship Building for Business Success**

This course equips students with the essential skills needed to navigate and thrive in the world of business networking and relationship building. Through interactive modules and real-world applications, participants will learn to develop meaningful connections, leverage partnerships, and create strategic networking plans tailored to their professional goals. By the end of the course, students will be equipped with the tools and knowledge to build a strong network, foster valuable relationships, and drive business success through collaboration and mutual support.

### **Operations and Risk Management for Small Business**

This course offers a comprehensive exploration of operations management principles, specifically tailored to the unique context of small businesses. Covering essential topics like supply chain management, quality control, financial risk assessment, and contingency planning, this course equips students with the tools and strategies needed to optimize operations and mitigate risks effectively. Through a combination of theoretical knowledge, practical applications, case studies, and interactive assessments,

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participants will develop the skills necessary to ensure the efficiency, resilience, and long-term success of their small businesses.

### **Writing a Business Plan and Starting Your Business**

This course provides aspiring entrepreneurs with the essential knowledge and practical skills needed to write a comprehensive business plan and successfully launch their own venture. Through interactive learning modules, participants will explore market analysis, financial planning, marketing strategies, and legal considerations, culminating in the development of a well-crafted business plan ready for implementation. Whether aiming to start a small business or launch a startup, this course equips learners with the tools and insights necessary to navigate the challenges of entrepreneurship with confidence and competence.