

SmallBizU is...

- SmallBizU is the first online academy created especially for small businesses and entrepreneurs.
- Currently, it is the largest collection of entrepreneurial training resources available on the internet.
- It delivers a no-frills, utilitarian curriculum that provides small businesses with real-world tools and information. Inside, you'll find 20 core classes encompassing over 3,500 animated slides and 350 tools and resources contained in a comprehensive knowledgebase.

What's the Objective of SmallBizU?

- SmallBizU seeks to teach entrepreneurs the 3Ms:
 - Money,
 - Marketing, and
 - Management.
- It achieves this objective through the delivery of 20 core courses that teach the "language of business" and important trade-skills.
- Beyond these core functional skills, an advanced master's level program titled, *The Entrepreneurial Master Class Curriculum (EMC²)* integrates the functional core skills into a set of "entrepreneurial mindsets" designed specifically for growing companies.

Course and Curriculum Design...

- From its inception, the curriculum of SmallBizU was developed using a branded and unified approach applied across the design of every course.
- Each course moves across a continuum of ten sections. The sections move from a general description of a functional skill, to the recognized theory, to the application of the practice to a small business.
- A typical course ranges anywhere from 170 to 230 slides and is presented over a three to four hour period.
- Each course is delivered via the internet full of animated slides accompanied by voice-over narration, PowerPoint presentations, worksheets, toolsets, and access to a comprehensive knowledgebase.

Current Courses...

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| • Money Courses:
Finding Money To Start A Business
Creating A Loan Package
Finding and Attracting Investors
Creating Financial Projections
Accounting 101: The Fundamentals | • Marketing Courses:
Creating Buzz
Market Insight and Research
Positioning
Pricing Strategy and Tactics
Understanding Intellectual Property
Advertising and Promotions
Marketing 101 | • Management Courses:
Crafting A Business Plan
Strategic Planning and Execution
The Entrepreneurial Strategies
Growing A Business
Choosing A Legal Structure
Buying A Business
Hiring and Managing Employees |
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For Help and Assistance...

- service@smallbizu.org or 1-800-282-7232
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To Use SmallBizU...



1. Go to <http://smallbizu.org/georgiasbcd> and select the SmallBizU link.



2. Browse through the Main Menu options or go to *Find A Course*.



3. Choose a course from the Course Catalog, review its description, and then select *Take This Course*.



4. Login in and you are ready to begin your class.

SmallBizU Course Structure...

Thumbnail and Outline View of each slide. This feature also allows you to **Keyword Search** the entire course.

Navigating Slides is as easy as using your DVD player.



A complete set of **Tools** is available for each course including an extensive knowledge base.

Bookmark a slide then come back to it at a later date.

Get Help links clients to local resources for assistance.

The **Course Outline** allows you to easily move within a course.