



TEXAS

The University of Texas at Austin
Center for Professional Education



Small Business Program
ECONOMIC DEVELOPMENT DEPARTMENT

Earn a gold seal certificate from The University of Texas at Austin!

The UT Austin Center for Professional Education (CPE), formerly the Professional Development Center, is partnering with the City of Austin's Small Business Program to offer expert, cost-effective training to area small businesses.

Participants who complete six classes will receive a framed gold seal **Business Success Skills Certificate** jointly from both The University of Texas at Austin Center for Professional Education and City of Austin Small Business Program. The UT CPE and the Small Business Program will add new classes based on customer feedback.

View the course schedule and register for classes at <http://www.austintexas.gov/smallbiz>.

GETTING UP AND RUNNING

Copyright and IP Law

We are excited to present a class exploring the world of intellectual property law. The class will cover copyright and trademark, in depth, with a brief overview of patents. Upon completion of this class, you will have explored the differences between trademark, copyright, and patent, discussed the legal protections each affords, and received instruction on how to complete a federal copyright and/or trademark registration online.

Financing Options for Your Business

This class explores options available to the small business owner to secure funds to build and operate a business. The topic is especially pertinent now when traditional bank financing is difficult to secure, particularly for working capital purposes. Participants will acquire a basic understanding of the issues of credit, credit analysis from the perspective of the lender/investor; key accounting and finance terms; and financial ratios. They will understand the need to match the funding need with the appropriate funding source with emphasis on available non-bank financing options.

How to Get Investors for Your Business

Whether you are looking to start a new business or to expand the operations of an existing business, you will always need capital. This class explores a wide spectrum of opportunities in seeking venture capital or risk capital investors. The course is structured to provide the student with a wide spectrum of opportunities in seeking venture or risk capital investors. From friends and family to professionally managed venture capital funds, all potential equity partners are reviewed and considered. This course explains the processes of determining capital needs for the small business and will help you to understand the difference between equity investors and business partners. You will learn the different methods of finding and raising capital and how to research and contact potential business investors. The student will leave this class with a well-organized and practical system for finding the right investors for their business.

For more information about the UT Center for Professional Education, visit <http://professionaled.utexas.edu/> or call (512) 471-4633 or (800) 687-7345.



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Roadmap to Success: How to Write a Business Plan

You would never start out on a long road trip with no directions, so why would you start your business with no map to take you where you want to go? This course provides a practical, step-by-step instruction in how to develop a business plan for a small start-up business or the expansion of an existing business. Upon completion, a business plan can be submitted to a financial institution or private investor for funding or used for implementation. Emphasis will be placed on a plan's components, format, marketing and financial projections and analysis. This class will teach you how to review all the various components of a business plan and apply learned concepts in developing a plan for your own business.

The 7 Most Important Secrets of Small Business Success

This class provides a practical template for the successful creation and operation of a small business. Whether you are a start-up still in the planning stage, or an existing business, these seven essential principles must be followed throughout your business life to achieve maximum success. They have been tried and proven over many years and will help you execute your business plan with passion and precision.

MANAGING MONEY

Keep Your Eye on the Ball: Make Your Cash Flow Work for You

Cash flow – you can live and die by it. Your ability to effectively manage business cash flow is vital to your business survival and ultimately its growth. Many small business owners get stuck in the day to day business operations and fail to pay enough attention to this area. With this area so often overlooked it's easy to see why businesses can get buried in debt, tax problems or worse. The good news is that this can be mitigated or avoided altogether by effective use of some simple tools. Although there are essentially only two moving parts (income and expense) they can easily get out of control. This class is designed to help the business owner get their arms around cash flow and use it as tool to keep the business healthy. Healthy cash flow management will contribute to the success of a business. This course will provide you with the fundamentals needed to both understand and interpret the business cash flow. More importantly it will teach you how to manage it! Cash is king – and this class will teach you the many ways to address it.

QuickBooks – Introduction

Whether you are a brand new user looking to master the fundamentals of QuickBooks, or an existing user wishing to take your QuickBooks knowledge to another level, the QuickBooks Basic seminar can help you improve the way you use QuickBooks accounting software to manage your business. This seminar covers accounting basics, tracking revenue and expenses, bank reconciliation and file setup using QuickBooks Pro accounting software. Don't waste time through trial and error learning. If you want to reduce frustration, and increase accuracy in your business, this training is for you. QuickBooks 2015 software will be loaded onto the PCs provided for you during the class session. Software or Mac computers are not provided for students during this training session.

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QuickBooks – Intermediate

This course is a more advanced look at how to use QuickBooks Pro to best meet your business' accounting needs. This course covers these advanced topics: sales tax, payroll setup and processing, billable expenses, time tracking, budgets, estimates, sales orders and year end closing procedures using QuickBooks Pro accounting software. QuickBooks Pro is one of the most cost effective and best supported small business accounting software application on the market today. This class will teach you how to use the more complicated features that QuickBooks can perform. QuickBooks 2015 software will be loaded onto the PCs provided for you during the class session. Software or Mac computers are not provided for students during this training session.

QuickBooks – Advanced

Now that you've mastered the processes of entering sales, expenses, payroll, sales tax and inventory, it's time to take your QuickBooks usage to the next level. The QuickBooks Advanced seminar can help you improve the way you use QuickBooks accounting software to manage your business. This seminar covers troubleshooting topics such as cleaning up paid invoices and bills still showing up as unpaid on reports, handling bounced checks, and writing off bad debt, as well as ways to make QuickBooks more efficient by using Online Banking, Memorized Transactions and more. QuickBooks 2015 software will be loaded onto the PCs provided for you during the class session. Software or Mac computers are not provided for students during this training session.

Small Business Accounting

Accounting provides the framework to evaluate the financial health and success of a business. This class is a practical introduction to basic accounting concepts and the primary financial statements – balance sheet, income statement and cash flow statement. Students will learn how these statements interact and the language of accounting – cost of goods sold, depreciation, capitalization, LIFO/FIFO, and the differences between profit and cash flow. By learning some basic accounting knowledge and skills, small business owners will be better able to evaluate new opportunities, manage current operations, ensure timely and accurate tax compliance, and attract new partners or investors. This course provides a foundation for using accounting concepts as an essential tool in managing a small business.

MANAGING PEOPLE

Hiring the Right People

Of all the decisions business owners make, none impacts the effectiveness of their business more profoundly than hiring. Research on interviewing techniques indicates that the consistent application of well-developed hiring criteria leads to higher productivity, reduced turnover, and increased employee job satisfaction. This class uses a systematic method of applying objective criteria to the hiring process. Based on the foundation that past behavior is the best predictor of future behavior, participants develop structured, objective interview and assessment techniques. This class will show you how to develop your own structured interviewing techniques, help you to differentiate between behaviors and traits, and show you how to write effective behavioral based questions so that you can prepare to ask the right questions when interviewing a potential employee. This class also looks at the legal environment of hiring and will help you to create a defensible hiring process.

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Supervisory Excellence: Be the Boss You Always Wanted

Supervisory excellence plays a critical role in any organization's success. Many people are selected or choose to pursue a management role because they have mastered a particular set of skills for a job. Regardless of the reason, the additional responsibility and accountability of supervising requires a new or different skill set than your previous one. This course is designed to help you to better understand the full range of management responsibilities, learn what employees and other managers expect of you, and help you to assess your management style to make improvements that will help you to achieve personal and professional success.

MARKETING

Exceptional Customer Service: Keep Your Best Customers

Understanding how to gain and keep your customers is vital for any small business owner. This workshop is designed to raise the level of awareness with regard to customers - who they are, how they should be treated and how to influence others within your organization by promoting customer conscious attitudes. This course will help you to establish a customer service culture or help you to improve the existing customer service culture within your own business by focusing on service, attitudes, and consistency.

Google: Make Sure Your Customers Can Find You!

This course provides hands-on, step-by-step instructions for getting websites found through high ranking on Google and other search engines. Using real world examples, this class will utilize non-technical, layman's terms - from one small business owner to another. Included with the course is a copy of the instructor's book *Get Top Ranking On Google and Other Search Engines*. The book contains 101 simple tips for high ranking and growing businesses online and is formatted like a workbook with blank lines and objectives at the end of each chapter. Every technique covered in the course can be implemented immediately. Search Engine Optimization is all about getting high ranking in the "natural" search results and it is free – not to be confused with the sponsored (paid for) ads.

High-impact Marketing: Ten Low Cost Strategies for Big Sales Returns

This class provides practical, step-by-step instruction in how to use low-budget marketing techniques to get your message out to your customers on a regular basis, and watch sales revenue grow. Because your customers need to hear your message at least seven times to influence their buying decisions, low-cost marketing techniques help to “stretch” your marketing dollars and repeat your core message often enough to make an impact.



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Using Social Media to Promote Your Business

Social media like Facebook and Twitter are not only a great ways for people to stay in touch with one another, they're also a great marketing tools when implemented well. Businesses throughout the world want to use social media to increase their brand image and awareness, develop stronger customer relationships, and improve ROI. This workshop is designed to familiarize you with social media itself, the do's and don'ts of social media, and best practices in social media. Through discussion, application exercises, and case studies, participants will understand how to best employ social media like Facebook and Twitter to better position their businesses in their markets.

What is a Marketing Plan and Why Your Business Needs One

Developing a thorough marketing plan for a small business startup or expansion is vital to the success of any business. Once complete, a marketing plan becomes a work in progress and can help give your business a significant competitive edge. The purpose of this class is to provide the tools necessary for any small business to compete successfully in today's challenging business environment. This course will teach you how to look at the economic, sociological, and financial factors which influence the consumer decision-making process and how to forecast industry trends to meet consumer demands. Using an instructor prepared case study, the student will create a marketing plan in class.

SMALL BUSINESS TAX

Recordkeeping—Beyond the File Cabinet

Paperwork? I don't have time to spend keeping up with details - I'm too busy growing my business and doing the work! Have you ever asked yourself - what documents do I *really* need for me, the IRS, the State of Texas, my bank, and the people I do business with? Sound familiar? Then this class is for you. Learn the basics of what records to create, how long to keep them, and how to use this information to grow your business.

The Tax Man Cometh: Business Tax Obligations

This class seeks to outline all common tax situations that will affect a small to medium size business. Tools will be provided to help the business owner handle the tax reporting requirements both timely and inexpensively, while also explaining when and when not to engage external help.

View the course schedule and register for classes at <http://www.austintexas.gov/smallbiz>.

SMALL BUSINESS PROGRAM'S INFORMATION PORTAL

BIZAIDSM PROGRAM

Technical assistance program to help people start and expand their businesses

Business Development

- No-cost BizAid Business Orientation covering helpful resources for entrepreneurs
- BizAid Business Coach offers no-cost one-on-one counseling for business development including business plans, marketing plans, and general business guidance
- Financial readiness evaluation through credit review and preparation of credit repair strategies

Small Business Classes

- These classes better prepare the small business owner for the day-to-day management of a business. Register online at www.SmallBizAustin.org
- Specific classes offered in partnership and taught by the University of Texas Professional Development Center (UT PDC)
- Participants completing any six UT PDC classes will receive a Business Success Skills Certificate honored with a ceremony and reception at City Hall

FAMILY BUSINESS LOAN PROGRAM

Low-interest loans to qualified small business for expansion and job creation

- A public-private partnership between the City of Austin, HUD, and participating private lenders
- Enables existing local businesses to expand and create jobs, revitalize communities, increase the tax base, and enhance the quality of life for Austin residents

BUSINESS SOLUTIONS CENTER

Technology resource center for small businesses

- PC workstations with internet access
- Business, marketing, demographics, real estate and research web subscriptions
- Business plan software
- Business forms and templates
- On-site assistance

LOCALLYAUSTIN.ORG

Website and Mobile App

- A fun and helpful tool that drives residents and visitors to locally-owned small businesses
- Free listings for local small businesses provide increased web presence and expanded reach

Small Business Resources

- Search and locate helpful resources such as non-profit business assistance, business incubator, contractor services, education & training, employer assistance, financial & legal, international trade, Minority and Women Owned Business Entity services, networking & trade groups, and more

EVENTS

Getting Connected[®] – Small Business Resource Event *September 2nd*

- Free informational event that connects business owners to city, county, state and federal government agencies, small business friendly lenders, and non-profit organizations with a mission to help entrepreneurs

Exploring Entrepreneurship:

- Panel discussions on general business practices and industry specific topics with small business owners willing to share their successes and challenges

Women's Entrepreneurial Luncheon - *June 26th*

- Featured panel and networking opportunity that recognizes the contribution of local women business owners sharing insights and experiences in entrepreneurial success

BIZOPEN[®]

Assistance navigating the City of Austin's development and permitting process

- Classroom Orientation introduces you to the City of Austin's development processes and commonly asked questions and directs business owners to the correct City contacts when working toward a Certificate of Occupancy
- Online Orientation walks you through the general development process

View online at www.AustinTexas.gov/BizOpen