LEARN THE FUNDAMENTALS

Are you ready to turn your passion into a business? Do you have a product or service you want to share with the community? The Start Your Own Business course will provide you with the necessary business skills to start and grow your own business.

At FHTC, we believe in a three-level approach to making you a successful business owner: master a skill, get the education you need to successfully operate a business, and expand your business through the use of the many tools and resources available in our region.

For this course, we have partnered with Emporia Main Street and the ESU Small Business Development Center to offer a comprehensive training program for potential and current small business owners who bring talent and opportunity to our business community. Our goal is to show you the many tools and resources available in our region.

The Kansas Small Business Development Center (KSBDC) at ESU is one of eight regional centers in Kansas dedicated to increasing economic prosperity by helping entrepreneurs and small businesses. The ESU KSBDC covers nine counties in east-central Kansas and provides cost-free, confidential consulting services to about 200 small business clients each year. Director Lisa Brumbaugh is an integral part of this course and can assist you with the following services: Business plan assistance, Financial projection Development, Cash flow analysis, Marketing plan development, Human resources and much more...

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Co-Instructor
Director Kansas Small Business Development Center
@ Emporia State University

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ROB GILLIGAN
Co-Instructor
Station Manager, My-Town Media & Mayor, City of Emporia

Rob’s experience in both small business start-ups and franchise management has given him many learning opportunities that have been useful in each new venture he takes part in. As an entrepreneur Rob has has established two small businesses through partnerships and learned first hand, many of the ups and downs of small business ownership. His experience as a regional manager or a franchise business has allowed him to participate and learn from the ground up in growing and managing multiple store locations. As a life long resident of Emporia, Rob has been active with the Emporia Main Street organization for several years and currently serves on the Emporia City Commission. He is also an active alumni of Phi Sigma Kappa Fraternity at Emporia State University where he received his Bachelors degree in Communication.

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FINISH YOUR OWN BUSINESS (BUS 251)

Class will be held at the downtown campus of Flint Hills Technical College. Classes will be held on Tuesdays and Thursdays, February 4 thru March 13, from 6:00 p.m. to 9:00 p.m.

Start Your Own Business is a 2 credit hour class. The tuition and enrollment fees are $288. Enroll for classes by calling Jessica Hopkins at 620-341-1392 or email jehopkins@fhtc.edu. Space is limited—enroll now!

PROGRAM COORDINATORS

- EMPORIA MAIN STREET
- FLINT HILLS TECHNICAL COLLEGE
- KS SMALL BUSINESS DEVELOPMENT CENTER @ ESU

Graduates starting a business will receive a free one year membership to Emporia Main Street. New business owners are eligible to apply for Main Street, Trusler and Network Kansas 0% interest loans.

START YOUR OWN BUSINESS
DECIDING ON A BUSINESS & THE BUSINESS PLAN

This session gives an overview of the business selection process. You will work through a step-by-step approach to selecting a business that matches your strengths and interests. You will also learn the basics of the business plan format, steps to make your business plan better, and an overview of the necessary factors for developing a business plan.

UNDERSTANDING THE REGIONAL MARKET & MARKET RESEARCH

Your business will not succeed just because you want it to succeed. Determining if there is a market for your products or services is most critical planning a successful business. Once you decide on your product or service, you must analyze your market, a process involving interviewing competitors, suppliers and new customers. However, before you begin researching your market, you should take a brief, but close, look at your product or service from an objective standpoint.

CASH FLOW & HOW TO FINANCE A BUSINESS

In this session, we will discuss how to maintain cash flow, one of the most crucial parts of operating a business. You will also learn how to locate, negotiate and maintain sources of money to get you started and help you expand your business. Topics include identifying how much you need, loans versus investments, funding sources, and what to do after you receive your financing.

BUYING AN EXISTING BUSINESS OR FRANCHISE, BUSINESS EXPANSION & HANDLING PROBLEMS

Students will learn how to make objective decisions when considering the purchase of a business or franchise—and how to evaluate how much you should pay. You will also learn the best strategies for dealing with both bad and good fortune, including what to do when it's time to expand.

E-COMMERCE, E-MARKETING & MARKETING FOR SMALL BUSINESS

E-commerce is the fastest growing segment of our economy. It allows even the smallest business to reach a global audience with proper products and message at a minimum cost. This class will focus on the core basics of how and why to setup an e-commerce web site, how to approach e-marketing, and some of the best traditional marketing strategies for small businesses.

EMPLOYER/EMPLOYEE RELATIONS, OPERATIONS & BUSINESS PROCESSES

Learn where to get the basic requirements for being an employer of others, and discover resources to help you hire, manage, retain and develop loyal employees. Understanding the daily business requirements can be overwhelming. Learn what basic steps are expected daily when running a business.

LOCAL RESOURCES & CIVIC OPPORTUNITIES

This final session hosted by Emporia Main Street will feature a resource reception with previous speakers and representatives of other helpful organizations. Learn how to integrate your business and your plan with local resources, including the Main Street program, the Chamber of Commerce, the Kansas Small Business Development Center, and more!