

### SMALL BUSINESS UNIVERSITY 2021: COURSE CURRICULUM

| Course # | Course Title   | Course Description  | Instructor(s)  | Date         |
|----------|--|---|--|--------------|
| 100      | Creating Meaningful Relationships Is Not Selling - Learn How to Create Relationships That Last for More Than One Job | Differentiating your company and understanding what clients you should be targeting and why. How to reach and connect in a meaningful way with those clients.   | <b>Michael Kaufman</b> , CEO, Kaufman Lynn   | May 6, 2021  |
| 101      | The Power of Public Speaking to Gain Influence   | Techniques and tips to present your value proposition in a clear message that garners you influence and a competitive edge. Developing a powerful and effective Elevator Pitch.                                     | <b>Jeff Zalkin</b> , VP, Kaufman Lynn  | May 13, 2021 |
| 201      | Marketing your Business - Learn How to Create a Campaign   | Learn the strategies and tactics for communicating to customers effectively. Learn what a marketing campaign is and how to establish one (marketing is not selling). This course covers planning through execution. | <b>Elaine Hinsdale</b> , VP of Marketing, Kaufman Lynn<br><b>Alexandra Brown</b> , Marketing Manager, Kaufman Lynn | May 20, 2021 |
| 202      | How to Use Technology to Create Marketing Materials for Small Businesses   | Learn the basics and how to use everyday programs (Microsoft Office) to create compelling presentations, flyers, and more.  | <b>Dana Rubenstein</b> , Educational Technology, PBCSD   | May 27, 2021 |
| 203      | Avoid Costly Website Mistakes  | In this course, learn what common mistakes can be fixed to improve your website's effectiveness and keep customers engaged.   | <b>Brittani Millington</b> , Brand Strategist & Visual Designer, BM Design   | June 3, 2021 |

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| 301 | Certification, and Prequalification (both District and CMs)    | Review the requirements to be certified and the opportunities to win work directly with the SDPBC  | <b>Nicolas Tarrago</b> , Office of Diversity in Business Practices, PBCSD<br><b>Barbara Myers</b> , Purchasing Agent<br><b>David Dolan</b> , Deputy Chief of Facilities Management,<br><b>Laura Ries</b> , Prequalification Coordinator, Kaufman Lynn | June 10, 2021 |
| 401 | Business Owners Need to Learn Social Emotional Intelligence    | Social Emotional Learning is the ability to recognize and manage your own emotions and those of others. Studies have shown that people with High Emotional Intelligence (EI) have greater leadership skills and job performance. If you want to be a Rock Star in the business world, this session is for you. | <b>Kristen Rulion</b> , Social Emotional Learning Manager, PBCSD  | June 17, 2021 |
| 501 | The Post Covid World of Work                                   | How will new facilities look and function as a result of the Pandemic.   | <b>Jill Lanigan</b> , Principal, Song + Associates  | June 24, 2021 |
| 601 | Gaining Access to Capital                                      | Understand the fundamentals of small business lending programs.  | <b>Thais Sullivan</b> , Valley National Bank  | July 1, 2021  |
| 701 | Successful Vendors at the School District of Palm Beach County | Whether you want to work as a Prime vendor or as a Sub-consultant or Subcontractor, there are many pathways to achieve success at the School District of Palm Beach County. Be inspired and eager to learn the strategic pathways in which these small businesses won success.                                 | <b>Claudia Mendoza</b><br>i.q. constructions, Inc<br><br><b>Brian Farrell</b> , Phone & Pad Warehouse<br><br><b>Claudine Ellis</b> ,<br>Motts Commercial Cleaning Co.   | July 8, 2021  |

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| 801 | Capstone Session: PowerPoint Presentation and Marketing Flyer | Each student will be required to present a powerpoint presentation and marketing flyer about their business. The presentation will demonstrate his or her knowledge and understanding from the curriculum taught above. Participation in this class is a requirement for graduation. | <b>Jeff Zalkin</b> , VP, Kaufman Lynn<br><br><b>Liz Harbur</b> , Manager, Office of Diversity in Business Practices | July 15, 2021<br><br>July 22, 2021<br>(if needed) |
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