

Table of Contents

[How to Use This Guide.](#)

[Session One: Course Overview.](#)

[Session Two: Who Are You and What Are You About?.](#)

- [What is Our Business?](#)
- [Pre-Assignment Review](#)
- [The Owner's Role](#)
- [Keeping Things Moving](#)

[Session Three: Designing Your Organizational Structure](#)

- [Bringing the Idea to Life](#)
- [Leveraging Structure](#)
- [Looking at the Options](#)
- [Who is in Charge?](#)
- [Structural Considerations](#)

[Session Four: Introduction to Operations Management](#)

- [Defining Operations Management](#)
- [Types of Operations](#)
- [Practical Application](#)

[Session Five: Understanding Financial Terms](#)

- [Accounting Terminology](#)
- [General Accepted Accounting Principles \(GAAP\)](#)
- [Key Reports](#)

[Session Six: Getting the Right People in Place](#)

- [Six Essential Steps of Hiring](#)
- [Making Connections](#)

Session Seven: Getting Your Product Together

- [Inventory Management](#)
- [Understanding the Value Chain](#)
- [Outsourcing Options](#)
- [Quality Control](#)

Session Eight: Building a Corporate Brand

- [Your Brand](#)
- [Brand Names and Slogans](#)
- [Developing a Slogan](#)
- [Creating a Visual Identity](#)
- [Types of Visual Identities](#)
- [Working It Out](#)

Recommended Reading List

Post-Course Assessment

Pre- and Post-Assessment Answer Keys

Personal Action Plan