SUNY Canton SUMMER PROGRAM

Small Business Management

Tentative Three Week Program

July 6– July 29, 2013

Breakfast 8:45-9:30 am
Lunch 12:30-1:15 pm
Dinner 6:00-6:45 pm

Program features/activities for academic & culture group:

- Complete three week long small business workshop
- Social and educational activities
- Friendly relaxed atmosphere
- Highly qualified faculty

Date	Schedule of Events **Morning classes 9:30 am – 12 pm** **Afternoon classes 1:30 pm – 4 pm**	
Sat, July 6	Arrive in NYC, JFK Airport pick up. Transport to SUNY Canton.	
Sun, July 7	Rest/brunch on campus – Formal Opening 11:30 to 12:30 p.m. Campus Orientation Housing Orientation; Trip to Wal-Mart to shop for basic needs Dinner 5 to 6 p.m.	
Mon, July 8	**Session 1- Introduction/Business Start Up/Developing Business Concept** • Introduction to the Program & the SBDC • Orientation to the Group Project • Creating Groups • Beginning to Develop a Business Concept	Michelle Collins
Tues, July 9	**Session 2 – Small Business Owners Panel** • Some local small business owners will talk about their experiences as business owners & will answer questions from the group • Possible participants: Robin Barkley (Ole Smokehouse), Matt Whalen (High Peaks Winery), Mary Hilton (Maple Run Emporium), Norine Dowling (Nature's Storehouse), Tony O'Geen (Tony's Canvas), Tom DeRosa (First Crush)	Michelle Collins
Wed, July 10	**Session 3 – Business Concept** • More development of the business concept and guided analysis of a business idea	Michelle Collins

Thurs, July 11	**Session 4 – Define the Market** • Research and define the target customer groups for the business	Michelle Collins
Fri, July 12	**Session 5 – Identify the Competition** • Determine what other businesses provide same or similar products/services • Define your competitive advantage	
Sat, July 13	Lake Placid	
Sun, July 14	Alex Bay Pizza 8-9 Bonfire 9-11	
Mon, July 15	**Session 1 – Marketing** • Create a plan for how the business will be marketed, including: • What is your message? • What media will you use to deliver your message?	Michelle Collins
Tues, July 16	**Session 2 – Budget** • Create an operating budget for your business including expenses, revenues, cashflow	Michele Collins
Wed, July 17	**Session 3- Workshop Day** • Use this day to finish group work and prepare for presentation	Michelle Collins
Thurs, July 18	**Session 4 – Business Plan Presentations ---**Prizes TBA!!	Michelle Collins
Fri, July 19	Leave for Syracuse/Buffalo	
Sat, July 20	Niagara Falls	
Sun, July 21	Return from Niagara Falls	
Mon, July 22	Professional Ethics	Charles Fenner
Tues, July 23	Morning classes & afternoon workshop.	Brooke James
Wed, July 24	Resume Creation BBQ Bonfire 9-11	Career Services (Dave Norenberg)
Thurs, July 25	Morning free to pack Afternoon Graduation & Farewell Ceremony Kingston Theatre 2pm – 4pm Late Evening Departure for NYC. Optional NYC Excursions. Program cost includes three day stay in NYC with optional longer stays that will be participant expenses.	
Fri, July 26	NYC Stay at Columbia University	
Sat. July 27	NYC Stay at Columbia University	
Sun. July 28	NYC Stay at Columbia University	
Mon, July 29	Check out of Columbia University	