

CHATHAM UNIVERSITY
**CENTER FOR WOMEN'S
 ENTREPRENEURSHIP**
 Women's Business Center
20TH ANNIVERSARY

Concept to Launch – Winter 2026 Syllabus

Week 1 January 27	Week 2 February 3	Week 3 February 10	Week 4 February 17	Week 5 February 24	Week 6 March 3
Online	Online	Online	Online	Online	Online
Business Concept and Canvassing Market Needs and Research Industry Competitors and Analysis	Steps to Start a Company Guest Speaker – Accounting Developing Business Entity Steps to create a business Basic Financials Employees vs. 1099 Funding Sources	Business Planning Guest Speaker – Insurance Why You Need A Business Plan How to Start Your First Business Plan Financial Documents to Prepare a Business Plan	Marketing Your Company Guest Speaker- Marketing Getting Products/Services to Market Marketing Your Company and Idea Your Business "Why"	Operations Guest Speaker – Human Resources Hiring and Managing Employees E-Commerce Point of Sales Systems	Next Steps & Resources Business Lending (Guest Speaker) Discuss local resources for business Understanding the Business Lending Process and where to access financing