

The Hadley School for the Blind

Tuition-Free Distance Education

Forsythe Center for Entrepreneurship



www.hadley.edu/fce

The Hadley School for the Blind is pleased to announce the new Forsythe Center for Entrepreneurship, which is part of the school's Adult Continuing Education Program.

The goal of this business, entrepreneurship and technology initiative is to provide individuals who are blind or visually impaired with the knowledge, resources and networking opportunities enabling them to advance in their careers or to successfully launch and grow their own businesses. It was developed to address the 70 to 80 percent un- and underemployment rate among people who are blind or visually impaired.

Courses provide the requisite computer training, relevant Social Security, tax, accounting, legal, marketing, management and communications information and content specific to the needs and concerns of people who are visually impaired. Hadley is preparing students to move toward achieving self-sufficiency, which is integral to the school's mission of providing independence through lifelong learning.

STRUCTURE

The Forsythe Center for Entrepreneurship is meant to be practical, relevant and interactive, utilizing existing Hadley courses and newly created modules, which consist of the following elements:

- Online content with a variety of simulations
- Live and recorded online lectures

- Interactive group discussions
- Access to an online resource center
- Searchable database of visually impaired civic and business owners

Courses will be offered in three phases of development beginning in September 2011. The majority of curriculum offerings and resources will be available online only. Opportunities to attend live lectures, interact with other students and download recordings of past Hadley presentations are available through Seminars@Hadley, the school's popular "just in time" webinars.

The Forsythe Center for Entrepreneurship is not designed to replicate an MBA or other business program offered through universities, but rather to provide a unique continuing education opportunity. Family members who expect to be involved in a student's business venture are also eligible for enrollment in select entrepreneurship courses.

Media Codes:

B = braille **C** = cassette **DTB** = digital talking book
DTB-DL = audio download **LP** = large print **OL** = online

COURSE DETAILS

The following courses are currently available to improve a student's knowledge of starting a business and enhance business and technology skills for the workplace.

Self-Employment with a Minimal Investment

This informational course guides you through the exploratory processes of starting a small business. The lessons inspire and encourage while remaining realistic about expectations, as you determine if self-employment is a realistic pursuit for you. It presents the basics of discovering a business idea, preparing a budget and developing business and marketing plans, as well as information about disability programs and benefits. (This is the recommended first course for anyone new to the idea of self-employment/entrepreneurship).

Course: EMP-201, Media: OL, Lessons: 6

Business Fundamentals

Understanding the basic concepts of business is important for gaining employment, advancing a career or running an organization. This course takes a closer look at the significant parts of a business, such as management, human resources and sales. Case studies feature various business types and situations to help you apply fundamental concepts.

Course: BUS-101, Media: B, DTB, DTB-DL, LP or OL, Lessons: 8

Business Communications

People who possess good communication skills have an advantage in the workplace. This course provides you with the information and practice you need to communicate effectively in a variety of business settings.

**Course: COM-101, Media: B, C, DTB, DTB-DL, LP or OL,
Lessons: 6**

Business Writing

Do you need to write business correspondence on a regular basis? This course teaches you the basics of writing business communication that achieves its purpose. From organizing ideas into clear paragraphs to using appropriate writing style to writing memos and reports, the skills you gain will be invaluable to your business situation. Prerequisites: Students must possess strong punctuation and grammar skills.

**Course: BBS-202, Media: B, C, DTB, DTB-DL, LP or OL,
Lessons: 4**

Using Excel

Microsoft Excel is one of the most popular computer programs in use today. If you are entering or reentering the workforce, creating and using spreadsheets is an asset. Excel helps not only with tasks concerning numbers and computation, but also with organizational tasks such as keeping contact information, maintaining an inventory and cataloging music. This course will help you use Excel to

manage and compute real-world data. Prerequisites: Basic math operations, fractions, decimals, percents; familiarity with PC and access technology; and access to a computer with Excel 95 or newer software installed.

Course: BBS-111, Media: B, C, LP or OL, Lessons: 5

MODULE DETAILS

The following modules are created to provide students with practical questions and exercises to learn to start and operate a business.

Market Research

Before starting a business, it is crucial to understand the current market to decide if the business idea is profitable and realistic. This module will explain how to analyze the market and how to make the necessary changes to a business idea to make it profitable. The module contains an actual market research scenario, which can later be used for assessing any business idea.

Module: FCE-110, Media: OL, Lessons: 1

The Marketing Plan

A marketing plan outlines the activities a business must do to reach out to potential customers. This module explains step-by-step how to create a marketing plan to bring customers to a business.

Module: FCE-120, Media: OL, Lessons: 1

The Financial Plan

The measure of success for a business is if it is profitable. To determine if a business will likely operate at a profit, it is necessary to make good projections. This module will explain how to create an income statement, a balance sheet and a cash flow statement. These documents are integral parts of a business plan and crucial when applying for a loan. Prerequisites: completion of "Market Research" and "The Marketing Plan" is strongly recommended.

Module: FCE-130, Media: OL, Lessons: 1

The Business Plan

This module describes a business plan in great detail and leads you through practical examples to create one. The goal of the course is to help you create business plans which will make your businesses more effective and allow you to better compete for loans. Prerequisites: completion of "Market Research," "The Marketing Plan" and "The Financial Plan" is strongly recommended.

Module: FCE-140, Media: OL, Lessons: 1

Business Insurance

Small business owners and entrepreneurs generally consider business insurance coverage as a part of their start-up costs. Unless the business is very small, most companies need to purchase at least one insurance policy from a provider. This course presents two section readings. The first one describes

the business relationship and the contract between the insured (you) and the insurer (the provider). The second reading describes the various policies an entrepreneur may purchase from an insurance agent or broker. Knowing the basics of business insurance and how to purchase and monitor the insurance will help you start up and run your new business
Module: FCE-150, Media: OL, Lessons: 1

Forms of Ownership

One of the first decisions that an entrepreneur must make concerns the legal structure needed to organize the business. This module describes seven choices that an entrepreneur may make concerning forms of ownership: 1) Sole Proprietorships, 2) Partnerships, 3) Limited Partnerships, Corporations, S Corporations, Limited Liability Partnership (LLP) and Hybrids. Each type of business structure offers benefits and disadvantages, and each one requires a different strategy for paying taxes. It is important to identify the structure of your business, so you can process the appropriate organizational documents relevant to your business.

Module: FCE-160, Media: OL, Lessons: 1

QUESTIONS?

To learn more about the Forsythe Center for Entrepreneurship, contact Program Manager Tom Babinszki at 800-323-4238 or fce@hadley.edu. To learn more about The Hadley School for the Blind, visit www.hadley.edu.

Don't miss

Seminars @ Hadley

60 to 90 minute "just in time" live Webinars on a variety of topics from the newest technology, employment skills and cooking tips to recreational activities and wellness. Available for continuing education hours.

Access archived seminar recordings at www.hadley.edu.

The Forsythe Center for Entrepreneurship is supported
by a major challenge grant from
Richard and Sandra Forsythe.

Several individual donors have supported the program,
in addition to the following corporations
and foundations:

A.G. Cox Charity Trust

Adams Street Partners, LLC

Alliant Credit Union Foundation

Donald P. and Byrd M. Kelly Foundation

Lions Clubs International Foundation

Martin J. and Susan B. Kozak Foundation

The Charles and M.R. Shapiro Foundation

The Helen Brach Foundation

The Siragusa Foundation

The Susquehanna Foundation for the Blind

Union Bank Foundation



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Our mission

To promote independent living through lifelong, distance education programs for people who are blind or visually impaired, their families and blindness service providers

Accredited By



The Accrediting Commission of the Distance Education and Training Council since 1958



The North Central Association Commission on Accreditation and School Improvement since 1978