

“ Master your Business Skills “ Entrepreneurship Seminar Series



Courtesy of **Florida National University**
&
Presented by **David Hernandez, CPA**



1- June 21, 2016 - *Business Strategic Planning Fundamentals*: Understand your opportunity, and how to design the strategy, tactics and high-level plan to get you there.

2 - July 5, 2016 - *Financial Planning and Budgeting for Business Owners* : Learn how to design a budget, adapt it to real conditions, and how to determine the levels of sales, profitability to achieve break-even point and target profit goals.

3 - July 19, 2016 - *Marketing, Advertising and Sales - a practical Approach* : Develop methods to obtain key marketing information, develop promotional activities, attract prospects, successfully make presentations and close deals.

4 - August 2, 2016 - *Integrated Accounting, Finance and Taxes to achieve financial goals*: Place your accounting into a system, with the controls needed for accurate financial reporting, to make financial decisions that will increase profitability, cash flows and equity, and establish a plan for tax payments. How to use financial reporting and taxes to obtain leverage and investments from capital partners.

5 - August 16, 2016 - *HR/Management/Leadership*: Hire, train and develop a winning team (Design job descriptions, interview systems and job offers in a very competitive marketplace. Train and mentor your team based on leadership principles)

6 - August 30, 2016 - *Build a Successful Business Machine*: Apply the principles of time management, delegation of duties, and development of policies, rules and regulations as

The Seminars will be held at Florida National University's Hialeah Campus from 6 p.m. – 9 p.m.

To Register:

Contact Person: Naomi Mitjans or Leysana Alcantara

Phone: 305-821-3333 EXT 1033

Email: nmitjans@fnu.edu or lalcantara@fnu.edu