

## **Business Minutes 2015**

### **Deleted one program certificate support**

**Entrepreneur program** = Associate degrees= 3 certificate: marketing, business, management. Redoing marketing certificate. What are they looking for when hiring that they don't see , **which skills do they need:**

- speaking skills
- technology savvy
- confidential information within the company stays confidential
- know the laws that change and any alteration within the company's
- game and retail meet together to see a better picture of the marketing industry
- people misunderstand marketing communication due to much complex graphics , information need to be simple for people to digestion
- the customer services and interpersonal communication needs to improved
- have multiple views/ diverse background on the how to make company function
- written context needs to be clear, straight to the point , understanding , simple English
- teach students keys words that will catch customers attention
- suggest blogging for company
- some don't approve online classes, able to do groups discussions
- We are in a generation that doesn't speaking to people
- Be able to introduce themselves
- Older generation needs to integrate on how to work with the new generation
- learn how to switch to different media, switch gears, new sources
- soft skills class, answering phones class
- ability to persuade need to use their voice
- learn innovation

### **Managing business finance veteran entrepreneur program:**

- business plan, business model
- intellectual property
- opportunities that are in the business world
- startup franchise
- learn how to get a license & bolts
- homemade business
- financing
- business as a mindset
- Know that it is a real business! not a fake business assignment
- Talk about businesses you really want!

- Serve business well and as well as veterans too
- Business is not a hobby because you need to be focused on what you really want.
- Have some kind of a passion for what you really want in the business.
- Have a mindset of what kind of business you want. Be persistent in what you want to do in your lifetime. Business is a lifestyle and be precise to yourself.
- **Coach ability:** How to give a constructive feedback and how to get a constructive feedback.
- Each generation is motivated at a different level and they all have different motivation styles.