



# MICRO-ENTERPRISE CREDENTIAL

## THE PURPOSE OF THE PRINCIPLES OF BUSINESS COURSE

The background is a dark blue gradient with a subtle pattern of white circular lines and arrows, suggesting a technical or scientific theme. A large, semi-circular scale is visible on the left side, with numbers ranging from 140 to 260. The text is centered in a bold, white, sans-serif font.

**MICRO-ENTERPRISE  
MEANS  
“SMALL BUSINESS”**



# MICRO-ENTERPRISE CREDENTIAL OBJECTIVE

To provide Louisiana students with the fundamental skills and knowledge they need to be effective small business employees, and (one day) small business owners/entrepreneurs

# WHAT'S IN IT FOR YOU?

If you earn the Jump Start Micro-Enterprise Credential you will . . .

- Master critical workplace behaviors and communication skills
- Learn how to access credit, and what different types of credit cost
- Learn how to process critical small business forms and paperwork
- Learn essential financial concepts and terms, the “language of business”
- Have a very valuable credential to put on your resume
- Have a greater chance of getting a job because the employer knows you understand how business works
- Learn how to be a better employee
- Have knowledge of how to start your own small business

# WHAT DO YOU HAVE TO DO?

## Tasks You'll Complete to Earn the Micro-Enterprise Credential

1 Self-Assessment	Behaviors and skills that lead to business and life success				
2 Self-Assessment Presentation	Determination, Self-Motivation, Self-Discipline and Grit	Problem Solving and Teamwork	Communication Skills, Comfort Engaging with Strangers	Financial and Computer Literacy	Personal Capabilities and Support Systems
3a Key Financial Concepts	Learning the financial concepts essential to the success of every small business and start-up				
3b Credit Applications	Completing bank and online credit applications that small business owners and entrepreneurs need to master				
4 Company Registration	Using the <i>geauxBIZ</i> student portal to complete actual company registration forms				
5 Micro-Enterprise Credential Exam	Demonstrating mastery of the skills necessary to be a successful small business employee and owner / entrepreneur				



## REQUIREMENT 1:

### Complete a Self-Assessment

You will learn about the key behaviors associated with business success, and then make an honest self-assessment of where you have strengths and where you have areas of improvement

## REQUIREMENT 2:

### Make a Self-Assessment Presentation

You will meet—either face-to-face or over a computer video conference—a small business leader who will listen to your presentation.

This might sound scary, but I guarantee you this will be a great opportunity for you to practice your communication skills with a real business expert.



## REQUIREMENT 3:

# Complete Credit Applications

Almost every business needs to obtain credit to succeed. In today's business world, there are many different sources of credit that small businesses can apply for. You will complete actual credit applications, some of which are complicated and intimidate small business owners. Together, we'll make sure you learn how to complete these applications completely and confidently.



## REQUIREMENT 4:

Register a Small Business Online  
with the Louisiana Secretary of State

You will go to a specially-designed student portal to complete some of the actual forms businesses need to complete to start up operations in Louisiana.

## REQUIREMENT 5:

### Pass the Micro-Enterprise Credential Exam

This online test will be challenging but you will be well-prepared to succeed. Part of our work together will teach you key financial concepts that will be on the test, using plain English that makes each financial concept totally understandable.



## WHY I KNOW WE WILL SUCCEED TOGETHER

- We will complete several hands-on exercises that will teach you about “pitching” your business to potential investors.
- We will work with industry experts—watching videos and video conferencing with Nepris
- You will complete carefully developed exercises that help you build key business skills

## WHY BEING IN THIS CLASS IS AN AMAZING OPPORTUNITY

- You are enrolled in a completely new credential program—You are a trail blazer in Louisiana, the US, and the world!
- You will be amazed at the improvement in your business knowledge, your communication skills, and your ability to easily complete tasks that others find intimidating and difficult.