

Seminar Schedule

"Business Starting Support – A Learning Process towards self-employment "

Location: Saarländer Straße 17, 04179 Leipzig, 2nd Floor, Room 202

Participation Fee: **€40 for 7 workshops, including a certificate.**

<p>Workshop 1 Thursday, September 5, 2024 2:00 PM – 5:00 PM</p>	<p>Self-Employment – An Alternative?! Information on the Path to Self-Employment</p> <ul style="list-style-type: none"> • What Does Self-Employment Mean? • The Prerequisites for Starting a Business • The Path to Self-Employment • Relevant Information Sources for starting-up • Residence Permits and Self-Employment – Problem-Solving options • Requirements for Self-Employment, Admission Criteria / Permits, Solution Options
<p>Workshop 2 Thursday, September 12, 2024 2:00 PM – 5:00 PM</p>	<p>Support and Financial Assistance for Startups Information on Bürgergeld (ALGII), Consultation Support, Investment Aid, Subsidized Loans, and Microloans</p> <ul style="list-style-type: none"> • Startup Grants, Bürgergeld (ALGII), Einstiegsgeld, and Cooperation with the Job Center • Requirements for Investment and Capital • Financing Options for Small Businesses and Entrepreneurs • Opportunities for Consultation Support
<p>Workshop 3 Thursday, September 19, 2024 2:00 PM – 5:00 PM</p>	<p>Fundamentals of Marketing & Advertising Customer Acquisition, Selection of Appropriate Advertising Tools, and Development of a Marketing Plan</p> <ul style="list-style-type: none"> • Marketing Fundamentals • Marketing Mix and Creating a Marketing Plan • Customer Communication and Sales Pitch
<p>Workshop 4 Thursday, September 26, 2024 2:00 PM – 5:00 PM</p>	<p>Accounting & Taxes Key Types of Taxes and Fundamentals of Proper Bookkeeping</p> <ul style="list-style-type: none"> • Principles of Proper Bookkeeping • Selected Issues in Accounting Documentation • Managing the Numbers – An Important Step in a Successful Loan Application • Types of Taxes (Value Added Tax, Income Tax, Business Tax) • Avoiding Typical Pitfalls and Errors: e.g., Minimum Wage, Private Withdrawals, Cash Handling
<p>Workshop 5 Thursday, October 10, 2024 2:00 PM – 5:00 PM</p>	<p>Hiring Employees What to Consider When Hiring Employees?</p> <ul style="list-style-type: none"> • Methods of Workforce Recruitment • Staffing Needs, Job Descriptions, and Employment Contracts • Employee Development • Personnel Registration and Payroll (Basics) • Minimum Wage, Record-Keeping Requirements, and Illegal Labor Practices
<p>Workshop 6 Thursday, October 17, 2024 2:00 PM – 5:00 PM</p>	<p>Securing the Business Against Risks and Key Legal Issues</p> <ul style="list-style-type: none"> • Legal Forms for Entrepreneurs, Basics of Commercial Law According to the German Civil Code (BGB) • Information Obligations for Businesses • Risk Management, Personal and Business Insurance • Import/Export – Risks and Unpleasant Surprises
<p>Workshop 7 Thursday, October 24, 2024 2:00 PM – 5:00 PM</p>	<p>The Business Plan – a Foundation for Self-Employment</p> <ul style="list-style-type: none"> • Significance for Entrepreneurs • Significance for Others • Structure and Contents • The Qualitative Section • The Quantitative Section