

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.**

Workshop 1 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Self-Employment – An Alternative?! Information on the Path to Self-Employment <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
Workshop 2 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Support and Financial Assistance for Startups Information on Bürgergeld (ALGII), Consultation Support, Investment Aid, Subsidized Loans, and Microloans <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
Workshop 3 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Fundamentals of Marketing & Advertising Customer Acquisition, Selection of Appropriate Advertising Tools, and Development of a Marketing Plan <ul style="list-style-type: none">• Marketing Fundamentals• Marketing Mix and Creating a Marketing Plan• Customer Communication and Sales Pitch
Workshop 4 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Accounting & Taxes Key Types of Taxes and Fundamentals of Proper Bookkeeping <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
Workshop 5 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Hiring Employees What to Consider When Hiring Employees? <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
Workshop 6 Thursday, April 4, 2024 2:00 PM – 5:00 PM	Securing the Business Against Risks and Key Legal Issues <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
Workshop 7 Thursday, April 4, 2024 2:00 PM – 5:00 PM	The Business Plan – a Foundation for Self-Employment <ul style="list-style-type: none">• Significance for Entrepreneurs• Significance for Others• Structure and Contents• The Qualitative Section• The Quantitative Section