

## 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.**

<b>Workshop 1</b> <b>Thursday,</b> <b>September 18, 2025</b> <b>2:00 PM – 5:00 PM</b>	<b>Self-Employment – An Alternative?!</b> Information on the Path to Self-Employment <ul style="list-style-type: none"><li>• What Does Self-Employment Mean?</li><li>• The Prerequisites for Starting a Business</li><li>• The Path to Self-Employment</li><li>• Relevant Information Sources for starting-up</li><li>• Residence Permits and Self-Employment – Problem-Solving options</li><li>• Requirements for Self-Employment, Admission Criteria / Permits, Solution Options</li></ul>
<b>Workshop 2</b> <b>Thursday,</b> <b>September 25, 2025</b> <b>2:00 PM – 5:00 PM</b>	<b>Support and Financial Assistance for Startups</b> Information on Bürgergeld (ALGII), Consultation Support, Investment Aid, Subsidized Loans, and Microloans <ul style="list-style-type: none"><li>• Startup Grants, Bürgergeld (ALGII), Einstiegsgeld, and Cooperation with the Job Center</li><li>• Requirements for Investment and Capital</li><li>• Financing Options for Small Businesses and Entrepreneurs</li><li>• Opportunities for Consultation Support</li></ul>
<b>Workshop 3</b> <b>Thursday, Oktober</b> <b>02, 2025 2:00 PM –</b> <b>5:00 PM</b>	<b>Fundamentals of Marketing &amp; Advertising</b> Customer Acquisition, Selection of Appropriate Advertising Tools, and Development of a Marketing Plan <ul style="list-style-type: none"><li>• Marketing Fundamentals</li><li>• Marketing Mix and Creating a Marketing Plan</li><li>• Customer Communication and Sales Pitch</li></ul>
<b>Workshop 4</b> <b>Thursday, Oktober</b> <b>09, 2025 2:00 PM –</b> <b>5:00 PM</b>	<b>Accounting &amp; Taxes</b> Key Types of Taxes and Fundamentals of Proper Bookkeeping <ul style="list-style-type: none"><li>• Principles of Proper Bookkeeping</li><li>• Selected Issues in Accounting Documentation</li><li>• Managing the Numbers – An Important Step in a Successful Loan Application</li><li>• Types of Taxes (Value Added Tax, Income Tax, Business Tax)</li><li>• Avoiding Typical Pitfalls and Errors: e.g., Minimum Wage, Private Withdrawals, Cash Handling</li></ul>
<b>Workshop 5</b> <b>Thursday, Oktober</b> <b>16, 2025 2:00 PM –</b> <b>5:00 PM</b>	<b>Hiring Employees</b> What to Consider When Hiring Employees? <ul style="list-style-type: none"><li>• Methods of Workforce Recruitment</li><li>• Staffing Needs, Job Descriptions, and Employment Contracts</li><li>• Employee Development</li><li>• Personnel Registration and Payroll (Basics)</li><li>• Minimum Wage, Record-Keeping Requirements, and Illegal Labor Practices</li></ul>
<b>Workshop 6</b> <b>Thursday, Oktober</b> <b>23, 2025 2:00 PM –</b> <b>5:00 PM</b>	<b>Securing the Business Against Risks and Key Legal Issues</b> <ul style="list-style-type: none"><li>• Legal Forms for Entrepreneurs, Basics of Commercial Law According to the German Civil Code (BGB)</li><li>• Information Obligations for Businesses</li><li>• Risk Management, Personal and Business Insurance</li><li>• Import/Export – Risks and Unpleasant Surprises</li></ul>
<b>Workshop 7</b> <b>Thursday, Oktober</b> <b>30, 2025 2:00 PM –</b> <b>5:00 PM</b>	<b>The Business Plan – a Foundation for Self-Employment</b> <ul style="list-style-type: none"><li>• Significance for Entrepreneurs</li><li>• Significance for Others</li><li>• Structure and Contents</li><li>• The Qualitative Section</li><li>• The Quantitative Section</li></ul>