

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, 17.09.2026 2:00 PM – 5:00 PM	Self-Employment – An Alternative?! Information on the Path to Self-Employment • 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, 24.09.2026 2:00 PM – 5:00 PM	Support and Financial Assistance for Startups Information on Bürgergeld (ALGII), Consultation Support, Investment Aid, Subsidized Loans, and Microloans • 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, 01.10.2026 2:00 PM – 5:00 PM	Fundamentals of Marketing & Advertising Customer Acquisition, Selection of Appropriate Advertising Tools, and Development of a Marketing Plan • Marketing Fundamentals • Marketing Mix and Creating a Marketing Plan • Customer Communication and Sales Pitch
Workshop 4 Thursday, 08.10.2026 2:00 PM – 5:00 PM	Accounting & Taxes Key Types of Taxes and Fundamentals of Proper Bookkeeping • 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, 29.10.2026 2:00 PM – 5:00 PM	Hiring Employees What to Consider When Hiring Employees? • 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, 05.11.2026 2:00 PM – 5:00 PM	Securing the Business Against Risks and Key Legal Issues • 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, 12.11.2026 2:00 PM – 5:00 PM	The Business Plan – a Foundation for Self-Employment • Significance for Entrepreneurs • Significance for Others • Structure and Contents • The Qualitative Section • The Quantitative Section