

Cox Communications Small Business Leadership Academy Schedule

PROGRAM ORIENTATION: Monday, August 25, 2025 / 6:00 pm – 8:00 pm

Intro, Virtual Office Hours, Industry Based Credential, Business Growth Plan, Leadership & Power Skills

Module 1 – Business Communication 101 *(instructor Holley Willis, MBA)*

Wednesday, August 27 / 6:00 pm – 8:00 pm

Module 2 – Developing a High Performance Team [NOTE: Sept. 1 is the Labor Day holiday]

Wednesday, Sept. 3 / 6:00 pm – 8:00 pm

Module 3 – Entrepreneurial & Small Business Concepts *(instructor TBA)*

Monday, Sept. 8 / 6:00 pm – 8:00 pm

Wednesday, Sept. 10 / 6:00 pm – 8:00 pm

Online: **Post-Section Assessment Quiz** (2 hours)

Module 4 – Marketing and Sales *(instructor: Charlene Carthon, MEd)*

Monday, Sept. 15 / 6:00 pm – 8:00 pm

Wednesday, Sept. 17 / 6:00 pm – 8:00 pm

Online: **Post-Section Assessment Quiz** (2 hours)

Module 5 – Business Financials *(instructor: John Schroder, BSc)*

Monday, Sept. 29 / 6:00 pm – 8:00 pm

Wednesday, Oct. 1 / 6:00 pm – 8:00 pm

Online: **Post-Section Assessment Quiz** (2 hours)

Module 6 – Value of a Viable Product/Service *(Charlene Carthon, MEd)*

Monday, Oct. 6 / 6:00 pm – 8:00 pm

Module 7 – Supply Chain, Production and Distribution *(Charlene Carthon, MEd)*

Wednesday, Oct. 8 / 6:00 pm – 8:00pm

Online: **Post-Section Assessment Quiz** (2 hours)

Monday, Oct. 13 / **6:00pm – 8:00 pm: Industry Based Credential Exam**

Module 8 – Introduction to AI for entrepreneurs

(invited Subject Matter Experts, facilitated by Holley Willis, MBA)

Wednesday, Oct. 15 / 6:00 pm – 8:00 pm

Module 9 - Strategic Partnerships, Contract Negotiations & Joint Ventures

(instructor: Adam Stumpf, JD)

Monday, Oct. 20 / 6:00 pm – 8:00 pm

Wednesday, Oct. 22 / 6:00 pm – 8:00 pm

Module 10 – How to Register with State and Federal Government or Large Businesses to Become a Vendor or to Answer a Request for

Proposal

(invited Subject Matter Experts, facilitated by Adam Stumpf, JD)

Monday, Oct. 27 / 6:00 pm – 8:00 pm

Module 11 – Human Resources, Project Management & Procurement

(invited Subject Matter Experts, facilitator TBA)

Wednesday, Oct. 29 / 6:00 pm – 8:00 pm

Homework: **TURN IN BUSINESS GROWTH PLAN** via email no later than 11:59 pm
Sunday, November 2, 2025.

Module 12 – Social Media Marketing & Management

(invited Subject Matter Experts, facilitated by Holley Willis, MBA)

Monday, Nov. 3 / 6:00 pm – 8:00 pm

PROGRAM GRADUATION: Wednesday, Nov. 5 / 6:00 pm – 8:00 pm

Attendance and Industry Based Credential Requirements: *To receive the entrepreneurial industry based credential (IBC), participants must receive a score of 80 or higher on the IBC exam scheduled for Monday, October 13. In addition, all participants are required to schedule one-on-one virtual office hours for minimally 3 hours with their professors for review and additional assistance with their business growth plans prior to turning in their business growth plans on Sunday, November 2, 2025.*

Further, please note that in order to receive the Delgado Community College and Cox Communications Small Business Leadership certification of completion, participants are allowed only two (2) absences maximum for the duration of the program. However, participants are responsible for setting up an appointment and speaking with their professor during Friday virtual office hours or another mutually agreed upon time to make sure they receive any information missed due to their absence(s).