



The Chicago  
Lighthouse

The Chicago Lighthouse  
Miami University Business Startup  
Microcredential Certification

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## Program Description

In partnership with World Services for The Blind, The Forsythe Entrepreneurial Center at The Chicago Lighthouse and Miami University of Ohio, are proud to offer the first-ever Business Start-up Microcredential Certification.



# Courses | Earn Certification in Two Phases

## Phase 1 Courses

Online at The Chicago Lighthouse (six months)

- **Starting a Business**
- **Accounting Basics and Financial Reports**

## Phase 2 Courses

Online at Miami University of Ohio

- **Introduction to Marketing**  
(full semester online course)
- **Developing A Business Plan**  
(full semester online course)



## Starting A Business

### Learn the Principles of Business Planning

**Produce a Business Model Canvas:** A business planning template used for developing and documenting business models



# Accounting Basics and Financial Reports

- Learn the basics of accounting: including the Accounting Equation as the basis for the debit and credit system of bookkeeping
- Understand and create the three basic financial statements: balance sheet, income statement and cash flow statement
- Analyze financial statements using financial ratios



# Introduction to Marketing

- Learn marketing concepts, management of marketing mix, marketing environment analysis, use of marketing information, understanding of buying behavior and selection of target markets
- Produce a marketing plan



## Developing A Business Plan

- Learn business planning concepts and format: logo, company overview and description, industry and competitive analysis, marketing and sales plan, operational plan, management and team selection, critical risks, and accounting and finance.
- Produce a business plan



## How To Enroll

- **Step 1:** Customers initially apply online at: [wsblind.org/microcredential](http://wsblind.org/microcredential)
- **Step 2:** Customers complete World Services for the Blind intake application
- **Step 3:** World Services Conducts technology and academic assessments
- **Step 4:** Customer enrolls in first course





## Total Investment & Benefits

- **Phase 1:** Cost of \$2,568.00 per month up to six months for courses at The Chicago Lighthouse
  - **Starting A Business Course**
  - **Accounting Basics and Financial Reports Course**
- **Phase 2 online at Miami University of Ohio:**
  - **\$1,050 for Introduction to Marketing course**
  - **\$1,500 for Developing A Business Plan course at**



## Customer Benefits

- Customers will receive a Business Startup Microcredential Certification
- Only pay for the time your customer is enrolled in the program
- Customers receive business education while addressing challenges that visual impairment can present to business Operations
- Customers will produce a business plan: including financial statements, and marketing plan to develop and launch their idea into a viable business venture

