

Sample AMA Course Outline

Week 1: Sept 1- Creating a Food Business- Panel of Different Food Businesses

Sept 3- Mandatory Business Planning Workshop (Intro to Business Plan)

Week 2: Sept 8-Permitting Overview and Selecting the Right Business Entity

Sept 10- Mandatory Business Planning Workshop (Mission/Vision/Values and Objective)

Week 3: Sept 15- Food Business Concepts and Business Insurance

Sept 17- Optional Business Planning Workshop (Present Situation)

Week 4: Sept 22- Business Taxes and Cottage Food/MEHKO Laws

Sept 24- Optional Business Planning Workshop (Product and Service Delivery)

Week 5: Sept 29- Business Finance 101

Oct 1- Mandatory Business Planning Workshop (Financial Projections)

Week 6: Oct 6- Planning Your Production Space

Oct 8- Optional Business Planning Workshop (Equipment and Facilities)

Week 7: Oct 13-Marketing and Social Media

Oct 15- Optional Business Planning Workshop (Market Analysis)

Week 8: Oct 20-Effective Leadership and Employee Management

Oct 22- Optional Business Planning Workshop (Management and Organization)

Week 9: Nov 3-Human Resources and Hiring Employees

Nov 5- Optional Business Planning Workshop (Executive Summary)

Week 10: Oct 27-Legal Considerations for Food Businesses

Oct 29- Mandatory Business Planning Workshop (Slide Decking)

Week 11: Nov 10-Product Development and Healthy Menu Item Creation

Nov 12- Optional Business Planning Workshop (Presentation Practice)

Week 12: Nov 17-Business Plan Presentations

TBA- Graduation and Showcase Event

*Subject to change. 81% attendance of Tuesday classes (+4 mandatory Thursdays) is required to complete and graduate from AMA. Maximum 3 total missed sessions. All Tuesday classes held from 6:00-8:00pm, Thursday workshops will run 6:00-7:00pm.

Optional Extra Curricular Opportunities (Date and Times TBA):

Culinary Skills Boot Camp

Cohort and Food Business Social(s)

ServSafe Testing Day (*Additional fee required)