**Sample AMA Course Outline**

*Classes held on Tuesdays and Wednesdays*

Week 1: Introduction and Panel of Different Food Businesses

Business Planning Workshop (Intro to Business Plan)

Week 2: The Development of Food and Keeping it Safe

Business Planning Workshop (Menu/Product and Services Development)

Week 3: Permitting Overview and Selecting the Right Business Entity

Business Planning Workshop (Company Description, Mission/Vision/Values)

Week 4: Food Business Concepts and Business Insurance

Business Planning Workshop (Objectives)

Week 5: Sales Taxes and Business Accounting

Business Planning Workshop (Startup Costs)

Week 6: Personal and Business Finance

Business Planning Workshop (Financial Projections)

Week 7: Production Space and Processes

Business Planning Workshop (Operational Plan)

Week 8: Marketing and Social Media

Business Planning Workshop (Marketing Plan)

Week 9: Effective Leadership and Employee Management

Business Planning Workshop (Management and Organization)

Week 10: Human Resources and Hiring Employees

Business Planning Workshop (Executive Summary, Slide Decking)

Week 11: Legal Considerations for Food Businesses

Business Planning Workshop (Pitch and Slide Deck Practice)

Week 12: Business Plan Presentations

ServSafe Review Day

\*Subject to change. >83% attendance is required to complete and graduate from AMA. Maximum 4 total missed sessions. All Tuesday classes held from 6:00-8:00pm, Wednesday workshops will run 6:00-8:00pm.

*Optional Extra Curricular Opportunities (Date and Times TBA):*Culinary Skills Boot Camp  
Healthier Cooking Class and Demo  
Cohort and Food Business Social(s)  
ServSafe Testing Day (\*Additional fee required)  
Intra-cohort Sample Swap