



MEETING THE CHALLENGES OF MILITARY BUSINESS

PROGRAM OVERVIEW

Operation Endure & Grow is an eight-week online training experience focused on the fundamentals of launching and/or growing a small business, offered by the Whitman School of Management at Syracuse University (SU) in cooperation with the U.S. Small Business Administration (SBA), and operated by SU's Institute for Veterans and Military Families (IVMF).

ELIGIBILITY

Applications will be accepted from National Guard and Reserve soldiers and their families. An eligible family member is a spouse, parent, sibling, adult child or other first-degree family member of a National Guard or Reservist. Selection is based on demonstration of entrepreneurial passion on the application and proof of military status—Leave and Earnings Statement and valid military ID or dependent ID.

COURSES

The program is designed to be flexible to meet the needs of families with busy schedules. A new offering of the course will begin every eight weeks, alternating between a start-up focused curriculum and a growth/sustain-orientated curriculum. The courses include more than 30 hours of instruction focused on:

business plans • human resources • marketing • finance operations • pricing • accounting • inventory management

PROGRAM TRACKS

1 START-UP TRACK

Designed for those with an idea for a business venture and for new and emerging enterprises (in business less than three years). Introductory concepts in entrepreneurship will be covered, such as: idea creation, why the business plan matters, accounting for start-ups, securing financing and more.

2 GROWTH TRACK

Designed for established businesses of three-plus years. Advanced concepts in entrepreneurship will be covered, such as: guerrilla marketing, using social media to grow your business, securing government contracts, planning your exit strategy and more.

APPLY

We operate on a rolling admission basis; therefore early application is highly encouraged. There are 50 online seats available each term. **Apply online at:**

whitman.syr.edu/EndureAndGrowApplication

COSTS & LOGISTICS

The program registration fee is \$75 per student, per term. This includes all courses, materials and books. Through the support of the SBA, all other fees for participants are covered.

QUESTIONS

(315) 443-8791

endureandgrow@syr.edu



Whitman
SCHOOL of MANAGEMENT
SYRACUSE UNIVERSITY

SBA.GOV
U.S. Small Business Administration

Funded in part through a cooperative agreement with the U.S. Small Business Administration.