



Small Business Internship Program



LEHMAN
COLLEGE

School of Continuing and Professional Studies

in partnership with

Department of Business and Economics

Small Business Internship Program

The Small Business Internship Program (SBIP) is a free immersive internship opportunity that allows upper level Lehman College students to gain specialized training in trending topics for small businesses and then transition into an a seven week internship at a local Bronx business to gain real world experience. Student will also earn 7 credits and a monetary stipend (minimum wage) for your 7 week internship.

Whether you're looking to start your own business or explore more opportunities working with small businesses in your future, the Small Business Internship Program is a great way to expand your knowledge and experience and impact your community.



**Specialized training
workshops earning 7
credits ***



**7 week paid internship
at small business with
internship match day**



**Academic Internship
Support Class**



Why join the Small Business Internship Program?



"Being part of the program was truly one of the best highlights of my academic journey at Lehman College. I credit the program for introducing me to the small business community in the Bronx as well as giving me the tools and guidance to succeed not only as a business professional but also as an aspiring entrepreneur."

Krishel Castellanos, BBA in Marketing

Owner of A Solace Place

Specialized Training

Our specialized training will make sure you are prepared to give the most, and get the most of your internship. These intensive classes will help you build and improve your skills in key areas applicable to small business operations. Our training takes place over a month during the day from 10am -5pm, Monday - Wednesday, with an hour break for lunch. **Classes for the upcoming cohort will take place online.**



Presentation and Communication Skills

In this workshop students will fine tune and practice their presentation and communication skills. Topics to include their personal pitch, communicating to customers effectively, and increasing confidence while dealing with different demographics.

Data and Market Research

In this workshop students will learn the importance of data and the use of market research for small businesses. Topics include how to find accurate data, how to access data sets, and make recommendations. Students will also learn about databases available to them.

Marketing and Social Media

In this workshop students will focus on learning how to effectively use marketing and social media to increase visibility for small businesses. Topics included are defining target audiences, best marketing practices and resources, fundamentals of a marketing and social media plan..

Web and SEO

In this workshop students will learn the importance of a web presence, how to conduct a website audit and the fundamentals of SEO (search engine optimization).

Management & Recruitment

In this workshop students will learn the principles of management including conflict resolution, dealing with change, and keys to managing peers or employees. Students will also explore recruitment and how to recruit and maintain talent. .

Finance in Small Business

In this workshop students will learn the the financial skills and know-how needed to perform key financial tasks in small businesses. Topics include budgets, projecting sales, and cash flows.

Program Highlights



**Welcome
Orientation to get you
ready**



**Exclusive meet-ups
with key organizations
for small businesses**



**Match Day! Meet the
small business
owners and make a
match**



**Appreciation
Reception and
Ceremony**

Program Timeline



12 weeks out Information session, application, and interview period



10 weeks out Cohort is announced!



8 weeks out Specialized Training takes place over 4 weeks



7 week Small Business Internship and internship support class

Application

Interesting in learning more and applying?

We're excited you're interested in learning more and applying to the free Small Business Internship Program! Before you move forward, remember you must commit to the entire program, both the training in summer and fall internships! Your earned credits will be reflected in your next semester.

Questions?

Ask the Program Manager

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