



60+ Hour Entrepreneurial Training Program Schedule
SUNY Orange - Middletown
Fall 2017
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location
1	9/12/17	6:00pm - 9:00pm	Tuesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	Harriman Hall Room 214
2	9/19/17	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy	Harriman Hall Room 214
3	9/26/17	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business/Insurance	Harriman Hall Room 214
4	9/30/17	9:00am - 2:00pm	Saturday	Secrets of Success	Harriman Hall Room 214
5	10/3/17	6:00pm - 9:00pm	Tuesday	Market Plan Overview/Market Research & Analysis	Harriman Hall Room 214
6	10/10/17	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies and Tactics	Harriman Hall Room 214
7	10/17/17	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition; SWOT Analysis	Harriman Hall Room 214
8	10/24/17	6:00pm - 9:00pm	Tuesday	Review of Basic Accounting Principles	Harriman Hall Room 214
9	10/31/17	6:00pm - 9:00pm	Tuesday	Financial Planning: Start-Up Costs & Breakeven Analysis	Harriman Hall Room 214
10	11/7/17	6:00pm - 9:00pm	Tuesday	Financial Planning: Revenue & Expense Forecasting	Harriman Hall Room 214
11	11/14/17	6:00pm - 9:00pm	Tuesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	Harriman Hall Room 214
12	11/21/17	6:00pm - 9:00pm	Tuesday	Review of Financial Templates & Financial Working Session	Harriman Hall Room 214
13	11/28/17	6:00pm - 9:00pm	Tuesday	Website	Harriman Hall Room 214
14	12/5/17	6:00pm - 9:00pm	Tuesday	Social Media	Harriman Hall Room 214
15	12/12/17	6:00pm - 9:00pm	Tuesday	Social Media Part 2, Email Marketing	Harriman Hall Room 214
16	12/19/17	6:00pm - 9:00pm	Tuesday	Management and Sustainability	Harriman Hall Room 214
17	12/21/17	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned	Harriman Hall Room 214
18	1/4/18	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	Harriman Hall Room 214
19	1/9/18	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal	Harriman Hall Room 214
20	1/16/18	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel	Harriman Hall Room 214
21	1/23/18	6:00pm - 9:00pm	Tuesday	Graduation	Library Gilman Center