



60+ Hour Entrepreneurial Training Program Schedule
Dutchess Community College
Spring 2017
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location
1	2/9/17	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	Bowne Hall Room B104
2	2/16/17	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles	Bowne Hall Room B104
3	2/23/16	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	Bowne Hall Room B104
4	2/25/17	9:00am - 2:00pm	Saturday	Secrets of Success	Bowne Hall Room B105
5	3/2/17	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	Bowne Hall Room B104
6	3/9/17	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics	Bowne Hall Room B104
7	3/16/17	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	Bowne Hall Room B104
8	3/23/17	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	Bowne Hall Room B104
9	3/30/17	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	Bowne Hall Room B104
10	4/6/17	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	Bowne Hall Room B104
11	4/13/17	6:00pm - 9:00pm	Thursday	Website	Bowne Hall Room B104
12	4/18/17	6:00pm - 9:00pm	Tuesday	Business Plan Case Study& Introduction to Financial Templates	Bowne Hall Room B104
13	4/20/17	6:00pm - 9:00pm	Thursday	Social Media	Bowne Hall Room B104
14	4/27/17	6:00pm - 9:00pm	Thursday	Email Marketing/Access to Capital	Bowne Hall Room B104
15	5/4/17	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	Bowne Hall Room B104
16	5/11/17	6:00pm - 9:00pm	Thursday	Management and Sustainability	Bowne Hall Room B104
17	5/18/17	6:00pm - 9:00pm	Thursday	Pulling the Plan Together/WEDC Grad Shares Lessons Learned	Bowne Hall Room B104
18	5/25/17	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	Bowne Hall Room B104
19	5/30/17	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal	Bowne Hall Room B104
20	6/1/17	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	Bowne Hall Room B104
21	6/6/17	6:00pm - 9:00pm	Tuesday	Graduation	Bowne Hall Room B122