



60+ Hour Entrepreneurial Training Program Schedule
Dutchess Community College
Spring 2018
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	2/8/18	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview
2	2/15/18	6:00pm - 9:00pm	Thursday	Personal Financial Literacy
3	2/22/18	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance
4	2/24/18	9:00am - 2:00pm	Saturday	Secrets of Success
5	3/1/18	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis
6	3/8/18	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics
7	3/15/18	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis
8	3/22/18	6:00pm - 9:00pm	Thursday	Website
9	3/29/18	6:00pm - 9:00pm	Thursday	Social Media
10	4/5/18	6:00pm - 9:00pm	Thursday	Social Media Part 2, Email Marketing
11	4/12/18	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles
12	4/19/18	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis
13	4/26/18	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting
14	5/3/18	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections
15	5/10/18	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Financial Working Session
16	5/17/18	6:00pm - 9:00pm	Thursday	Management and Sustainability
17	5/24/18	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned
18	5/31/18	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale
19	6/5/18	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal
20	6/7/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel
21	6/14/18	6:00pm - 9:00pm	Thursday	Graduation