



60+ Hour Entrepreneurial Training Program Schedule
Orange Community College - SUNY Orange
Fall 2018
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	9/11/18	6:00pm - 9:00pm	Tuesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview
2	9/18/18	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy
3	9/25/18	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business/Insurance
4	9/29/18	9:00am - 2:00pm	Saturday	Secrets of Success
5	10/2/18	6:00pm - 9:00pm	Tuesday	Market Plan Overview/Market Research & Analysis
6	10/9/18	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies and Tactics
7	10/16/18	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition; SWOT Analysis
8	10/23/18	6:00pm - 9:00pm	Tuesday	Website
9	10/30/18	6:00pm - 9:00pm	Tuesday	Social Media
10	11/6/18	6:00pm - 9:00pm	Tuesday	Social Media Part 2, Email Marketing
11	11/13/18	6:00pm - 9:00pm	Tuesday	Review of Basic Accounting Principles
12	11/20/18	6:00pm - 9:00pm	Tuesday	Financial Planning: Start-Up Costs & Breakeven Analysis
13	11/27/18	6:00pm - 9:00pm	Tuesday	Financial Planning: Revenue & Expense Forecasting
14	12/4/18	6:00pm - 9:00pm	Tuesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections
15	12/11/18	6:00pm - 9:00pm	Tuesday	Review of Financial Templates & Financial Working Session
16	12/18/18	6:00pm - 9:00pm	Tuesday	Management and Sustainability
17	1/3/19	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned
18	1/8/19	6:00pm - 9:00pm	Tuesday	Business Presentation Skills and Closing the Sale
19	1/15/19	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal
20	1/22/19	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel
21	1/29/19	6:00pm - 9:00pm	Tuesday	Graduation