



**60+ Hour Entrepreneurial Training Program Schedule**  
**SUNY Orange - Newburgh Campus**  
**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       | <b>9/22/18</b> | <b>9:00am - 2:00pm</b> | <b>Saturday</b> | <b>Secrets of Success</b>   |
| 4       | 9/25/18        | 6:00pm - 9:00pm        | Tuesday         | Legal Aspects of Your Business/Insurance  |
| 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      | <b>1/3/19</b>  | <b>6:00pm - 9:00pm</b> | <b>Thursday</b> | <b>Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned</b>   |
| 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  |