



60+ Hour Entrepreneurial Training Program Schedule
Dutchess Community College
Spring 2019
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	2/13/19	6:00pm - 9:00pm	Wednesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview
2	2/20/19	6:00pm - 9:00pm	Wednesday	Personal Financial Literacy
3	2/23/19	9:00am - 2:00pm	Saturday	Secrets of Success
4	2/27/19	6:00pm - 9:00pm	Wednesday	Legal Aspects of Your Business/Insurance
5	3/6/19	6:00pm - 9:00pm	Wednesday	Market Plan Overview/Market Research & Analysis
6	3/13/19	6:00pm - 9:00pm	Wednesday	Marketing Objectives, Strategies and Tactics
7	3/20/19	6:00pm - 9:00pm	Wednesday	Product Positioning & Competition; SWOT Analysis
8	3/27/19	6:00pm - 9:00pm	Wednesday	Website
9	4/3/19	6:00pm - 9:00pm	Wednesday	Social Media
10	4/10/19	6:00pm - 9:00pm	Wednesday	Social Media Part 2, Email Marketing
11	4/17/19	6:00pm - 9:00pm	Wednesday	Management and Sustainability
12	4/24/19	6:00pm - 9:00pm	Wednesday	Review of Basic Accounting Principles
13	5/1/19	6:00pm - 9:00pm	Wednesday	Financial Planning: Start-Up Costs & Breakeven Analysis
14	5/8/19	6:00pm - 9:00pm	Wednesday	Financial Planning: Revenue & Expense Forecasting
15	5/15/19	6:00pm - 9:00pm	Wednesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections
16	5/22/19	6:00pm - 9:00pm	Wednesday	Review of Financial Templates & Financial Working Session
17	5/29/19	6:00pm - 9:00pm	Wednesday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned
18	6/5/19	6:00pm - 9:00pm	Wednesday	Business Presentation Skills and Closing the Sale
19	6/10/19	6:00pm - 9:00pm	Monday	Four Minute Business Plan Presentation Rehearsal
20	6/12/18	6:00pm - 9:00pm	Wednesday	Four Minute Business Plan Presentation to Panel
21	6/19/19	6:00pm - 9:00pm	Wednesday	Graduation