



60+ Hour Entrepreneurial Training Program Schedule
SUNY Orange - Newburgh Campus
Fall 2019
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	9/12/19	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview
2	9/19/19	6:00pm - 9:00pm	Thursday	Personal Financial Literacy
3	9/21/19	9:00am - 2:00pm	Saturday	Secrets of Success
4	9/26/19	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance
5	10/3/19	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis
6	10/10/19	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics
7	10/17/19	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis
8	10/24/19	6:00pm - 9:00pm	Thursday	Website
9	10/31/19	6:00pm - 9:00pm	Thursday	Social Media
10	11/7/19	6:00pm - 9:00pm	Thursday	Social Media Part 2, Email Marketing
11	11/14/19	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles
12	11/21/19	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis
13	11/26/19	6:00pm - 9:00pm	Tuesday	Financial Planning: Revenue & Expense Forecasting
14	12/5/19	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections
15	12/12/19	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Financial Working Session
16	12/19/19	6:00pm - 9:00pm	Thursday	Management and Sustainability
17	1/2/20	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned
18	1/9/20	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale
19	1/16/20	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal
20	1/23/20	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel
21	1/30/20	6:00pm - 9:00pm	Thursday	Graduation