

60+ Hour Entrepreneurial Training Program Schedule
Lead Instructor - Tamara Wrenn



Spring 2022 (as of 12.06.21)
Westchester

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	02.15.2022	6:00pm - 9:00pm	Tuesday	Class Overview, Entrepreneurship, Business Plan Overview & Time Management
2	02.19.2022	9:00am-2:00pm	Saturday	Secrets of Success
3	02.22.2022	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy
4	03.01.2022	6:00pm - 9:00pm	Tuesday	Marketing Plan Overview & Customer Discovery
5	03.08.2022	6:00pm - 9:00pm	Tuesday	Market Research & Analysis
6	03.15.2022	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies, Tactics & Branding
7	03.22.2022	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition: SWOT Analysis
8	03.29.2022	6:00pm - 9:00pm	Tuesday	Website Fundamentals
9	04.05.2022	6:00pm - 9:00pm	Tuesday	Social Media Basics
10	04.12.2022	6:00pm - 9:00pm	Tuesday	Business Communication Skills & Sales Techniques
11	04.19.2022	6:00pm - 9:00pm	Tuesday	The Basics, Bookkeeping, Start-Up & Breakdown
12	04.26.2022	6:00pm - 9:00pm	Tuesday	Understanding Revenue & Expenses
13	05.03.2022	6:00pm - 9:00pm	Tuesday	Managing Cash Flow
14	05.10.2022	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business & Business Insurance
15	05.17.2022	6:00pm - 9:00pm	Tuesday	Management, Sustainability & Pulling The Plan Together
16	05.24.2022	6:00pm - 9:00pm	Tuesday	Access to Capital & Lessons Learned by WEDC Graduates
17	05.31.2022	6:00pm - 9:00pm	Tuesday	How To Make a Compelling Business Plan Presentation
18	06.07.2022	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal
19	06.14.2022	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel
20	06.21.2022	6:30pm-8:30pm	Tuesday	Graduation