

## **Entrepreneurship Launch My Business**

- Session 1**  
**Topic:** Tuesday, September 16  
Introduction and overview of the class. Planning and goal setting for the entrepreneur.
- Homework:** Complete the goals and begin to write your vision for your company.
- Session 2**  
**Topic:** Thursday, September 18  
Skills and knowledge assessment of the business planning process.
- Homework:** Choose a business structure. List the people you will need to help you get started; CPA, attorney, banker, realtor.
- Session 3**  
**Topic:** Tuesday, September 23  
Assessing your business idea; getting started with your business plan.
- Homework:** Begin listing your costs.
- Session 4**  
**Topic:** Thursday, September 25  
The keys to successful marketing. How to identify the best customer. Are you sure you have what they want?
- Homework:** Draft a customer profile.
- Session 5**  
**Topic:** Tuesday, September 30  
Advertising- How to craft the right message.
- Homework:** Turn in your customer profile.
- Session 6**  
**Topic:** Thursday, October 2  
Promotion. What else can you do besides run an ad?
- Homework:** Explain how three features of your product or service will benefit the customer.
- Session 7**  
**Topic:** Tuesday, October 7  
Field Trip to the Business Resource Center
- Homework:** Gather the information you need for financial planning.

**Session 8**                      **Thursday, October 9**  
**Topic:**                      **The Sales Process – How to create a successful selling strategy for your product or service.**

**Homework:**                      **Continue gathering information for financial statements**

**Session 9**                      **Tuesday, October 14**  
**Topic:**                      **Business Planning, Part 1. How you collect and organize the information**

**Homework:**                      **Post your business plan outline on your computer**

**Session 10**                      **Thursday, October 16**  
**Topic:**                      **Business Planning, Part 2. Managing your financial statements.**

**Homework:**                      **Finalize your numbers for your financial reports .**

**ONE WEEK FOR EXCEL SPREAD SHEET CLASSES – October 21 and 23**

**Homework:**                      **Balance sheet, Profit and Loss Statement, Cash Flow Analysis**

**Session 14**                      **Tuesday, October 28**  
**Topic:**                      **Regulations, taxes, personnel and legal concerns; what every business owner needs to know**

**Homework:**                      **Turn in financial statements. Gather the information for your break-even analysis**

**Session 15**                      **Thursday, October 30**  
**Topic:**                      **Pricing – Are you Charging enough?**

**Homework:**                      **Outline your business presentation for graduation night.**

**Session 16**                      **Tuesday, November 4**  
**Resources, lenders and lending. What to do with the business plan when you're done with it.**

**Homework:**                      **Turn in your break even analysis. Rehearse your business presentation.**

**Session 17**                      **Thursday, November 6**  
**Topic:**                      **Graduation - Present your business idea**