

# 9-Week Small Business Planning Course Syllabus (Fall 2022)

**Dates: Saturdays, September 17-November 12, 9am-12pm**

Class will be offered **in conjunction with the STEAM Garden BUT is held virtually on Zoom.**

\*\*\*Please let us know if you have connection issues or wish assistance setting up Zoom.

**The tuition for the course is \$275 and includes class materials.**

\*\*\* Scholarships may be available; reach out to [rose@mycommunityloanfund.org](mailto:rose@mycommunityloanfund.org).

**This course covers:** 9 sequential 3-hour sessions presented by local business experts

## Course Outline: This outline may be subject to change

<b>Session 1: Introduction to Entrepreneurship &amp; Business Plans</b> Presenter: Rose Bordett	<b>September 17</b>
<b>Session 2: Legal Issues: Business Formation, Contracts &amp; Intellectual Property</b> Presenter: Nancy Delain, Esq.	<b>September 24</b>
<b>Session 3: Marketing Concepts &amp; Market Research</b> Presenter: Khamel Abdulai	<b>October 1</b>
<b>Session 4: Best Accounting Practices and Website Development</b> Presenter: TBD Presenter: Michael Roach	<b>October 8</b>
<b>Session 5: Commercial Real Estate &amp; Interactive Business Plan Exercise</b> Presenter: Felton McLaughlin Presenter: CLF Staff	<b>October 15</b>
<b>Session 6: Social Media Marketing and Insurance Concepts</b> Presenter: Aimee Tweedy Presenter: Neal Brady	<b>October 22</b>
<b>Session 7: Creating Cash flow Projections &amp; Financing for Small Business</b> Presenter: Destiny Watkins Presenter: John Staugaitis	<b>October 29</b>
<b>Session 8: Financial Management</b> Presenter: Keith Kaplan, CPA	<b>November 5</b>
<b>Session 9: Credit for Small Business, Entrepreneur Best Practices</b> Presenter: TBD Presenter: CLF Staff 2	<b>November 12</b>

\*\*\*\*If you or your organization would like to sponsor a scholarship, please inquire directly to [Destiny@mycommunityloanfund.org](mailto:Destiny@mycommunityloanfund.org)

## Homework Assignment Schedule

An online resource page and CLF staff are available anytime during the course to provide weekly resources (content depends on the session) such as: handouts, links, slide-decks, and replays.

Register on our online resource library, Edupreneur here:

<https://mclf.thoughtindustries.com/register>

An exclusive link for the class resource section will be given out at the first class. In order to access it you must first be registered and signed in to Edupreneur.