

9-Week Business Planning Course Syllabus (Winter 2023)

Dates: Saturdays, January 21 - March 18, 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.

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

Course Outline: This outline may be subject to change

Session 1: Introduction to Entrepreneurship & Business Plans Time: 9:00am – 12:00pm	January 21st
Session 2: Legal Issues: Business Formation, Contracts & Intellectual Property Time: 9:00am – 12:00pm	January 28th
Session 3: Marketing Concepts & Market Research Time: 9:00am – 12:00pm	February 4th
Session 4: Best Accounting Practices and Website Development Accounting: 9:00am – 10:30am Website Development: 10:30am – 12:00pm	February 11th
Session 5: Insurance Concepts & Interactive Business Plan Exercise Insurance: 9:00am – 10:30am Biz Plan Exercise: 10:30am – 12:00pm	February 18th
Session 6: Social Media Marketing and Commercial Real Estate Social Media: 9:00am – 10:30am Real Estate: 10:30am – 12:00pm	February 25th
Session 7: Creating Cash flow Projections & Banking for Small Business Cash Flow: 9:00am – 10:30am Banking: 10:30am – 12:00pm	March 4th
Session 8: Financial Management for Businesses Time: 9:00am – 12:00pm	March 11th
Session 9: Credit for Small Business, Entrepreneur Panel Discussion Credit Analysis: 9:00am – 10:30am Entrepreneur Panel: 10:30am – 12:00pm	March 18th

****If you or your organization would like to sponsor a scholarship, please inquire directly to Destiny@mycommunityloanfund.org