

9-Week Business Planning Course Syllabus (Fall 2023)

Dates: Saturdays, September 16th – November 18th, 9am-12pm

Class will be offered **Hybrid (please register for in-person or zoom cohorts)**.

***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	September 16th
Session 2: Legal Issues: Business Formation, Contracts & Intellectual Property Time: 9:00am – 12:00pm	September 23rd
Session 3: Marketing Concepts & Market Research Time: 9:00am – 12:00pm	September 30th
Session 4: Best Accounting Practices and Website Development Accounting: 9:00am – 10:30am Website Development: 10:30am – 12:00pm	October 7th
Session 5: Insurance Concepts & Interactive Business Plan Exercise Insurance: 9:00am – 10:30am Biz Plan Exercise: 10:30am – 12:00pm	October 14th
Session 6: Social Media Marketing and Commercial Real Estate Social Media: 9:00am – 10:30am Real Estate: 10:30am – 12:00pm	October 21st
Session 7: Cash flow Projections & Banking for Small Business Banking: 9:00am – 10:30am Cash Flow: 10:30am – 12:00pm	October 28th
Session 8: Financial Management for Businesses Time: 9:00am – 12:00pm	November 4th

NO CLASS Weekend of Veterans Day

Session 9: Credit for Small Business, Final Business Pitch Exercise Credit For Small Business: 9:00am – 10:30am Business Pitches: 10:30am – 12:00pm	November 18th
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*****If you or your organization would like to sponsor a scholarship, please inquire directly to Destiny@mycommunityloanfund.org

Developed by the Community Loan Fund of the Capital Region, Inc.
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