

**Learning Objectives**

- Gain an understanding of the course curriculum and expectations
- Learn the difference between being an Entrepreneur and “having/creating a job”
- Gain knowledge of the components of the NxLevel® Business Plan
- Understand and develop a set of goals and objectives, and a mission statement
- Experience networking with class participants

# Introduction, Overview & Entrepreneurship Session One

Date: \_\_\_\_\_

## Instructor Topics

### 1. Getting the class started

- Administrative Details
- Staff Introductions
- Instructor Introduction

### 2. Course Introduction

- Review Books
- Review Course Outline and Session Dates
- Explain In-class Structure: Class Openers, Instructor Topics, Guest Speaker, Break, Work Hour, Total Class Time

### 3. Expectations

- Student Responsibilities
  - Student Contract
  - Attendance, absenteeism, timeliness
  - Homework, reading assignments, in-class participation
  - “Break food” rotation
- Instructor Responsibilities
  - Preparedness
  - Availability for questions between sessions, individual counseling

### 4. Student Introductions (step 1)

**—No Guest Speaker This Session—**

## Break

### 5. Student Introductions (step 2)

### 6. Instructor Lecture Topics

- Importance of Entrepreneurship...Importance of You
- What Makes A Good Entrepreneur?
- Ongoing Self Assessment
- Exploring Business Expansion Opportunities
- Evaluating Business Ideas—Ongoing Business Assessment
- Introduction to the NxLevel® Business Plan

### 7. Work Hour

## Assignment for Session Two:

**TEXT**

Read all of Part I: Understanding Entrepreneurship (Chapters 1 through 3), Part III: Planning Your Business (Chapters 10 through 12), Part VI: Marketing Your Business—Market Research and Analysis (Chapter 25)

**WORKBOOK**

Read and Complete the WORKSHEETS in Workbook Session 1

**WRITE**

Using the Writing Your Plan page at the end of Workbook Session 1 as your guide, write **Section II. Mission, Goals and Objectives** of your NxLevel® Business Plan