

business plan workbook & resource guide

course overview

- Session 1.** Introduction, Overview & Entrepreneurship
- Session 2.** Planning & Research: Entrepreneurial Essentials
- Session 3.** Organizational Matters: Management & Legal Structure
- Session 4.** Marketing—Behind the Scenes: Analysis & Understanding
- Session 5.** Marketing—On Stage: Strategies, Tactics & Implementation
- Session 6.** Financial Overview: Books, Records & Controls
- Session 7.** Managing Your Money: Financial Planning, Budgets & Assumptions
- Session 8.** Managing Your Money: Developing & Using Cash Flow Projections
- Session 9.** Understanding & Using Your Financial Statements
- Session 10.** Financing Your Business: Alternative Sources of Money
- Session 11.** The Dealmaking Process: Negotiating in the Real World
- Session 12.** Your Business Future: Managing Growth & Plan Completion

entrepreneur