

# business plan workbook & resource guide

*course overview*

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

entrepreneur