

**Learning Objectives**

- Gain an understanding of course curriculum and expectations
- Recognize the importance of business planning
- Gain knowledge of the components of a “Start-up Business Plan”
- Assess personal and business aptitude and explore entrepreneurial “fit”
- Experience networking with class participants

# Introduction / Are You Entrepreneurial Material? 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**

- Understanding Entrepreneurship & Assessing Your Personal & Business Aptitude
- Business Planning—What and Why
- Introduction to the NxLevel® Start-up Business Plan

**7. Work Hour****Assignment for Session Two:****TEXT**

Read all of Part I: Becoming an Entrepreneur (Chapters 1 through 5),  
Part II: Planning Your Business (Chapters 6 through 8)

**WORKBOOK**

Read and Complete Workbook Session 1

**WRITE**

Using the Writing Your Plan page at the end of Workbook Session 1 as your guide, write  
Section II—Part A. Personal Information