



GUIDED BUSINESS PLAN™ CLASS CALENDAR

Weeknights : 6-9 pm

MARCH 2017

	Mon.	Tues.	Wed.	Thurs.	Fri.
	13	14	15	Orient. 16	17
				A B	
	20	1 21	22	2 23	24
		A B		A B	
	27	3 28	LAB 29	4 30	31
		A B	A B	A B	

APRIL 2017

	Mon.	Tues.	Wed.	Thurs.	Fri.
	3	5 4	5	6 6	7
		A B		A B	
	LAB 10	7 11	12	8 13	14
	A B	A B		A	
	17	8 18	LAB 19	9 20	21
		B	A B	A	
	24	9 25	26	10 27	28
		A B		A B	

MAY 2017

	Mon.	Tues.	Wed.	Thurs.	Fri.
	1	10 2	3	11 4	5
		A B		A B	
	8	12 9	10	13 11	12
		A B		A B	
	LAB 15	14 16	17	15 18	19
	A B	A B		A B	
	22	16 23	24	17 25	26
		A B		A B	

JUNE 2017

	Mon.	Tues.	Wed.	Thurs.	Fri.
				1	2
				A B	
	5	6	7	8	9

CLASS SESSIONS	GROUP A Service-Based Business	GROUP B Retail/Product Business
ORIENTATION	Thurs. 3/16	Thurs. 3/16
SESSION 1: Executive summary	Tues. 3/21	Tues. 3/21
SESSION 2: Company background	Thurs. 3/23	Thurs. 3/23
SESSION 3: Industry & competition	Tues. 3/28	Tues. 3/28
Optional Lab: Legal Entity/Issues	Weds. 3/29	Weds. 3/29
SESSION 4: Marketing	Thurs. 3/30	Thurs. 3/30
SESSION 5: Marketing	Tues. 4/4	Tues. 4/4
SESSION 6: Online Marketing	Thurs. 4/6	Thurs. 4/6
Optional Lab: Marketing	Mon. 4/10	Mon. 4/10
SESSION 7: Financial Basics & spreadsheet intro.	Tues. 4/11	Tues. 4/11
SESSION 8: Pricing, Sales & Costs	Thurs. 4/13	Tues. 4/18
Optional Lab: Finance	Weds. 4/19	Weds. 4/19
SESSION 9: Financial Statements	Thurs. 4/20	Tues. 4/25
CHECKPOINT	Tues. 4/25	Thurs. 4/27
SESSION 10: Numbers & Profitability	Thurs. 4/27	Tues. 5/2
SESSION 11: Profitability / Lab	Thurs. 5/4	Thurs. 5/4
SESSION 12: Management & Personnel	Tues. 5/9	Tues. 5/9
SESSION 13: Operations	Tues. 5/11	Thurs. 5/11
Optional Lab: Operations/HR	Mon. 5/15	Mon. 5/15
SESSION 14: Real Estate & Comm.	Tues. 5/16	Thurs. 5/16
SESSION 15: Sales	Thurs. 5/18	Thurs. 5/18
SESSION 16: Wrap Up & Practice	Tues. 5/23	Tues. 5/23
SESSION 17: Presentations	Thurs. 5/25	Thurs. 5/25
CHECKPOINT Ready to Launch	Thurs. 6/1	Thurs. 6/1