

Entrepreneurship and Business Plan Course Syllabus
Winter2026-2027

**Urban League of Greater Pittsburgh
Training Academy**

Instructor: Winford Craig, Ph.D.

Phone: (412) 227-4822

Email: wcraig@ulpgh.org

The Urban League of Greater Pittsburgh is excited to announce your acceptance into the ***Entrepreneurship and Business Plan*** course. This program is designed to guide you on a rewarding technology and entrepreneurship journey, equipping you with the tools and strategies needed to build a successful, sustainable business.

Through hands-on projects and expert-led sessions, you will gain essential skills in business planning, market analysis, and financial management, ensuring you have the knowledge to make informed decisions and seize profitable opportunities. By the end of this course, you will be empowered to unlock unlimited economic potential, paving the way for a prosperous future that can benefit generations to come.

The course will encompass the following,

1. 12 weeks.
2. Class is offered once a week, on Mondays from 6:00 – 8:00pm.
3. All learning materials will be supplied.
4. The Urban League of Greater Pittsburgh covers the financial cost of the exam.
5. **Class Start date: Monday, November 9, 2026, 6:00pm – 8:00pm**

Class Policies

1. You are expected to attend every class session. Because of the subject matter, missing even one class can have a tremendous impact on your learning process. If you miss a class, it is your responsibility to obtain any notes and information presented in class. If an emergency arises that will leave you unable to attend class (illness, death in family, etc.), please email your instructor before or at least within the 24 hours after class.
2. Be on time for class. Situations come up from time to time, however, please try to be on time for class. When you are late, you miss out on important information.
- 3.) Please show your instructor and your classmates the same respect that you want to be shown. Hate speech, harassment, bullying, and any other sort of disruptive behavior will not be tolerated. Additionally, please refrain from using your phone during class.
- 4.) Classes can be taken virtually or in-person. **If you are attending virtually, your camera must always be on, or it will be counted as an absence.** Additionally, you must attend at least two classes in person.

Course Calendar

<u>Date</u>	<u>Lesson</u>
Monday, Nov. 2	Orientation
Monday, Nov. 9	What it takes to make Resources to Consider Laying the Groundwork Building on your business ideas
Monday, Nov. 16	Key documents to prepare Gathering funding and developing your product Creating a sales and marketing Strategy Branding 101
Monday, Nov. 30	Setting up your office Launching Business Keeping the Business Moving
Monday, Dec. 7	Being an entrepreneurial leader Bringing it all together
Monday, Dec. 14	Executive Summary
Monday, Jan. 4	Instruction: Company Description Instruction: Products and Services
Monday, Jan. 11	Instruction: Marketing Plan • SWOT Analysis Worksheet • Competitive Data Collection Plan • Competitive Analysis Worksheet • Marketing Expense Strategy Chart
Monday, Jan. 25	Maintaining and Optimizing Operations Systems
Monday, Feb. 1	Operation Plan: Income Statement and Balance Sheet
Monday, Feb. 8	Management Worksheet Organization Chart
Monday, Feb. 15	Completing the Business Plan
Monday, Feb. 22	Review