

Small Business Management

Mercer County Community College is pleased to present these Small Business Management courses designed for small business owners, as well as for those planning to start a business. This series of courses will take you through the steps required to create a winning business plan and guide your business idea into a successful reality.

Certificate in Small Business Management

To earn the certificate, you must take the four (4) core courses:

Core courses:

- Small Business Start Up and Business Plan Development
- Small Business Growth and Financial Development
- Choices in Legal Formation
- Marketing Your Small Business to Success

Other courses of interest:

- Comprehensive QuickBooks™
- Market Your Business on Social Networking Sites

You will learn to:

- Start and manage your own business
- Organize your business finances
- Market your product or service
- Plan for future growth
- Use technology to advance your business

Who should attend:

- Small business owners
- Prospective small business owners
- Consultants
- Those involved in banking, accounting and other business services



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MCCC Center for Continuing Studies Group



Please visit www.mccc.edu/ccs
for complete program information.



Small Business Management & Career Transition Opportunities

Summer 2013



Mercer County Community College

Small Business Start Up and Business Plan Development

This 12-hour course will begin by considering entrepreneurship as a career choice and then exploring the keys to small business success. Learn how to take an idea to reality, how to evaluate the feasibility by designing a competitive business model, how to build a solid strategic plan and the importance of differentiation. Learn how to register at the Federal and New Jersey State level for a business license and how to navigate all the portal business websites for the State of New Jersey. This course will bring these elements together and instruct you through the steps to creating a winning business plan, including designing a business resume and biography.

1.2 CEU or 12 CPE hours. Tuition and fees: \$149

XBA100-109106 **May 7-May 15**

4 sessions Tu,W 6-9pm

Carla Fallone, MBA

CEO, Fallone Business Resources

Comprehensive QuickBooks™

Prerequisite: AMA Finance for Non-Financial

Managers or basic understanding of accounting and computer keyboarding skills

This course is a combination of Introduction and Intermediate QuickBooks™ featuring: entering and paying bills, using credit cards/ other asset and liability accounts, tracking and paying sales tax, payroll, estimating, time tracking and job costing.

1.5 CEU or 15 CPE hours. Tuition and fees: \$295 (tuition and fees: \$142; lab fees: \$153)

XCA148-109088 **July 15-July 23***

5 sessions M,Tu,Th 6-9pm

*Class meets July 15, 16, 18, 22, 23

Carla Fallone, MBA

CEO, Fallone Business Resources

Marketing Your Small Business to Success

Starting a new business or improving the profitability of an existing one requires a concise and focused MAP (Marketing Action Plan). For the 21st century entrepreneur, this course takes you step-by-step from the basic concepts of marketing through the creative process to understanding the behaviors and changes brought by the Internet and social media networks. Increasing your awareness of how your prospects and clients are thinking and behaving will reduce risk and increase the effectiveness of your marketing. Learn how to research, analyze and identify trends and your competition; how to identify your customers and position your business competitively; how to develop your marketing message; and how to create a marketing plan you can implement with tried and true strategies that are low-cost with high impact.

1.2 CEU. Tuition and fees: \$149

XMS310-109103 **May 21-May 30***

4 sessions Tu,W,Th* 6-9pm

*Class meets May 21, 22, 29, 30

*Class meets at West Windsor Campus

XMS310-109351 **July 30-Aug 7****

4 sessions Tu,W 6-9pm

**Class meets at Trenton Campus, North Broad and Academy Streets, Trenton, NJ 08608

Ed Andriessen, MCCC Instructor and Marketing Consultant

The Center for Continuing Studies offers a comprehensive program of business and computer courses.

Please visit: www.mccc.edu/ccs for complete program information.



Small Business Growth and Financial Development

Prerequisite: Small Business Start Up and Business Plan Development

This 12-hour course will begin with a discussion of developing a financial plan to include recordkeeping for your small business and the importance of current and accurate financial information to make effective business decisions. Learn different methods of designing budgets, analysis of balance sheets, understanding revenue and expenses on income statements, and how to manage cash flow. Learn also how to finance your business by evaluating sources of debt and equity financing and methods of layering financing for your small business.

1.2 CEU or 12 CPE hours. Tuition and fees: \$149

XBA101-109107 **June 11-June 19***

4 sessions Tu,W 6-9pm

*Class meets at West Windsor Campus

Anna Mae Giannetti, MCCC Instructor

XBA101-109287 **July 8-July 25****

4 sessions M,Th** 6-9pm

**Class meets July 8, 11, 22, 25 (no class July 15, 18)

**Class meets at Trenton Campus, North Broad and Academy Streets, Trenton, NJ 08608

Anna Mae Giannetti, MCCC Instructor

Market Your Business on Social Networking Sites

For beginning social networkers/small business owners looking for free exposure

Do you have a hobby or small business that you would like to promote but don't have the money necessary for marketing? Many people are unaware of the many free social networking sites that are available on the web. This course will demonstrate how to utilize free sites (Twitter, and Facebook) to help promote your business/ interests without ever paying a penny.

0.3 CEU. Cost: \$66 (tuition and fees: \$27; lab fees \$39)

XCA100-109104 **May 28**

1 session Tu 6:30-9:30pm

Fabio Iucolino, MCCC Instructor

Choices in Legal Formation

Examine the elements of each legal form for your business. Learn the difference between sole proprietorship, partnership, S and C corporations and the widely used LLC. An industry expert will guide you through some of the initial legal considerations for your business and tell you how to make the most of your professional advisory team (attorneys, accountants and business consultants).

0.6 CEU or 6 CPE hours. Tuition and fees: \$80

XBA803-109108 **June 25-July 2**

2 sessions Tu 6-9pm

Benjamin Branche, Esq., MCCC Instructor

Start a Home-Based Business with Little or No Money

This three-hour program is of great value to anyone interested in learning the steps to start a successful home-based business. Learn the basics of what products or services to sell. Review proven sales and marketing techniques to reach large audiences. How to promote your website, opportunities on eBay, effective use of the internet, and shipping and mailing items from your home will be discussed.

0.3 CEU. Tuition and fees: \$39

XBA158-109110 **June 27**

1 session Th 6-9pm

Ed Andriessen, MCCC Instructor and Marketing Consultant

Small Business Counseling Now Available at MCCC

Mercer County Community College in conjunction with the Small Business Development Center of The College of New Jersey, funded in part by the U.S. Small Business Administration and the State of New Jersey, offers one-to-one confidential and group counseling (at no charge) by specialists and private industry consultants in areas of finance, marketing, strategic planning, business plan development, Internet related issues, government procurement, and sales.

To schedule your free one-on-one counseling appointment at Mercer, call 609.771.2947.

