

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 five (5) core and four (4) elective courses listed below:

Core courses:

- Starting Your Own Business
- The Business Plan
- Choices in Legal Formation
- The Marketing Plan
- Recordkeeping for Small Businesses

Elective courses:

(Several electives are offered each semester)

- Finance for Non-Financial Managers
- Taking on Debt for Growth: Why Borrow Money?
- Results Oriented Marketing: Profit Producing Results
- Understanding Financial Statements
- Comprehensive Quickbooks
- Big Dreams, Small Budgets
- Marketing Communications Writing
- How to Survive and Thrive in a Down Economy

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

The Self Employment Assistance (SEA) Program

An intensive six-week, 60-hour, daytime training program for those who would like to start their own business. Topics include: developing business and marketing plans, taxes, recordkeeping, and legal formation. Classes begin periodically. Courses can be applied to the Small Business Management Certificate. Call 609-570-3530 for information. Tuition and fees: \$900.

Note: If you are currently collecting unemployment benefits, call your local One-Stop Center regarding financial assistance and eligibility.

We have a complete schedule of Information Technology Courses - please search our website at www.mccc.edu/ccs

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Visit www.mccc.edu/ccs
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information in our
Spring 2010 catalog!



THE CENTER
CONTINUING STUDIES
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Small Business Management & Career Transition Opportunities



Spring 2010





Starting Your Own Business

Learn the key elements for small business success including funding, marketing, financial management and legal factors. Focus on how to bring these elements together to develop a business plan. This two-part course will take students through the steps required to actually create a winning business plan. This is a prerequisite for Writing Your Business Plan. 0.6 CEU. Tuition and fees: \$80

XBA802-084483 Jan 20-Jan 27
2 sessions W 6-9pm
Jerry Rovner, MCCC Instructor

Comprehensive QuickBooks™

Prerequisite: Finance for Non-Financial Managers or basic understanding of accounting. 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. **Textbook is optional. Available in college bookstore.**

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

XCA148-084484 Jan 11-Feb 22*
5 sessions M 6:30-9:30pm
*Class will not meet Jan 18, Feb 15

XCA148-084485 Jan 28-Feb 4
3 sessions Tu,Th 9:30am-3pm
Carla Fallone, MBA

The Marketing Plan

Jump starting a new business or improving the profitability of an existing one requires a well thought out Marketing Plan. Learn how to compose a simple, step-by-step plan that will guide your business to success including: how to identify and locate customers, position a business properly, and determine proper pricing strategies and budgets. We will review successful sales techniques, how to locate "hidden" markets, and how to win back lost clients. Advertising, direct mail and publicity techniques, as well as promoting your website on and off the web will be addressed.

0.3 CEU. Tuition and fees: \$40
XMS800-084454 Feb 3
1 session W 6:30-9:30pm
Martin Mosho, 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. Tuition and fees: \$80

XBA803-084456 Feb 9-Feb 16
2 sessions Tu 6-9pm
Kevin Pollock, J.D., LL. M.

Recordkeeping for Small Businesses

"Information Systems" is the term used for financial and accounting systems. Small business owners need current and accurate information to make effective business decisions. Learn how to choose financial and accounting systems that meet federal and state tax requirements that are cost efficient and provide useful business information.

0.6 CEU. Tuition and fees: \$80
XBA836-084486 Mar 1-Mar 4
2 sessions M,Th 6:30-9:30pm
Carla Fallone, MBA

Writing the Business Plan

The details of putting your preliminary business plan together are presented. Topics include: franchising, how to do more with less capital, and case studies highlighting the do's and don'ts of business planning.

0.6 CEU. Tuition and fees: \$80
XBA804-084487 Mar 3-Mar 10
2 sessions W 6-9pm
Jerry Rovner, MCCC Instructor

How to Survive and Thrive in a Down Economy

Learn new ways to reach new heights with your small business in this down economy, five sure-fire, no-cost strategies, twenty inexpensive ways to grow your business, and ten effective ways to market in 2010.

0.3 CEU. Tuition and fees: \$40
XMS105-086467 Mar 15
1 session M 6-9pm
Ellen Silverman, MCCC Instructor and Marketing Consultant



Understanding Financial Statements

Learn to enhance and clarify your bottom line. Topics include: spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, balance sheets and more. 0.3 CEU. Tuition and fees: \$40.

XBA831-084488 Mar 18
1 session Th 6:30-9:30pm
Carla Fallone, MBA

Taking on Debt for Growth: Why Borrow Money?

Having sufficient capital in your business is a key to achieving operating success. Learn about the most popular loans and negotiation techniques to get better deals and learn when it is appropriate to take on debt. Find out why one lender will reject your application while another will accept it, and develop ways to anticipate what your lender will require from you. Measure the true cost of a loan, including those hidden charges.

0.3 CEU. Tuition and fees: \$40
XBA839-084489 Apr 12
1 session M 6:30-9:30pm
Carla Fallone, MBA



Start a Home-Based Business with Little or No Money

This two-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.

0.2 CEU. Tuition and fees: \$25
XBA158-084490 Feb 17
1 session W 6:30-8:30pm
Martin Mosho, Business Consultant

Small Business Counseling Now Available at MCCC!

The Small Business Development Center of The College of New Jersey, funded by the US Small Business Administration and NJ Commerce Commission, 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.