





August - December 2008





THE CENTER **CONTINUING STUDIES**







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.

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

Certificate in Small Business Management

To earn the certificate, you must take 5 core and

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)

- Taking on Debt for Growth: Why Borrow Money?
- Results Oriented Marketing:

Profit Producing Results

- Understanding Financial Statements
- Quickbooks Comprehensive
- E-Commerce Basics
- Big Dreams, Small Budgets
- Marketing with a Guerrilla Mindset
- Marketing Communications Writing
- Finance for Non-Financial Managers
- Intellectual Property for

Small Businesses

Starting Your Own Business:

Planning to start 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 XBA802-076440 Sept 17-Sept 24 2 sessions

6-9pm David Cargille, LLB 2 sessions

Jerry Rovner, MCCC Instructor

The Marketing Plan

Jump starting a new business or improving the profitability of an existing one requires a well thought out Marketing Plan. This course will show you how to compose a simplified, step-by-step plan that will guide your business to success. Students will learn how to identify and locate customers, position a business properly, and determine proper pricing strategies and budgets. In addition, the course will review successful sales techniques, how to locate "hidden" markets, and how to win back lost clients. Also addressed will be advertising, direct mail and publicity techniques, as well as promoting your website on and off the web 0.3 CEU. Tuition and fees: \$40

XMS800-076434 Oct 15 6:30-9:30pm 1 session

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

XBA803-076441 **Sept 30-Oct 7**

Results Oriented Marketing: Profit Producing Results

There's a method to marketing that results in increased sales and profits. There are tactics, tools and techniques that can make the difference between success and failure in marketing. If you know you've got a great product or service but your prospects aren't getting the message and your bottom line is bottoming out, this course will teach you how to get seen, heard and noticed. Find out what works and what doesn't. Understand the Marketing Process and the Creative Process and learn how to succeed in an increasingly competitive marketplace. 0.6 CEU. Tuition and fees: \$80

XMS106-076260 Sept 8-Sept 15 2 sessions

Ellen Silverman, MCCC Instructor



Taking on Debt for Growth: Why Borrow Money?

Having sufficient capital in your business is a key to achieving operating success. Learn terms; factors influencing budgeting and about the most popular loans and negotiation forecasting, including timelines, documentation, techniques to get better deals and learn when and tracking repetitive expense streams; financial it is appropriate to take on debt. Find out statements, balance sheets, profit and loss why one lender will reject your application statements and the ten main accounting principles while another will accept it, and develop will be covered. ways to anticipate what your lender will require from you. Measure the true cost of a XBA136-076291 loan, including those hidden charges.

0.3 CEU. Tuition and fees: \$40

XBA839-076445 Nov 24 1 session 6:30-9:30pm

Carla Fallone, MBA

Recordkeeping for Small Businesses

Information systems is the term used for financial and accounting systems for good reason. 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 2 sessions Th information.

0.6 CEU. Tuition and fees: \$80

XBA836-076442

Oct 6-Oct 9 2 sessions M,Th 6:30-9:30pm

Carla Fallone, MBA

Big Dreams, Small Budgets

Effective marketing doesn't have to cost a lot. What if you only have \$1000 to spend? This workshop will present marketing strategies that succeed without breaking your budget. Learn how to choose the right marketing mix, where and when to spend money, and how to maximize your budget with no-cost, lowcost, high-impact strategies that will boost your bottom line.

0.3 CEU. Tuition and fees: \$80

Oct 6-Oct 13 XMS102-076261 2 sessions

Ellen Silverman, MCCC Instructor

Comprehensive QuickBooks™ **Prerequisite: Finance for Non-Financial** Managers or basic understanding of 1 session accountina

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 required. Available in college bookstore.

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

Sept 29-Oct 6 XCA148-076424 2 sessions 9am-5pm XCA148-076290 Dec 1-Dec 15 5 sessionsM,Th 6:30-9:30pm Carla Fallone, MBA

Finance for Non-Financial Managers

Introduction to key financial and accounting

0.6 CEU Tuition and fees: \$80

Sept 24 & Oct 2 6:30-9:30pm 2 sessions W,Th Carla Fallone, MBA

Intellectual Property for Small **Businesses**

An overview of intellectual property ("IP") issues frequently faced by small businesses. Topics include: copyright, patent and trademark basics; obtaining copyrights, patents and trademarks; protecting trade secrets; ownership issues; enforcing IP rights; profiting from intellectual property; and avoiding expensive

0.6 CEU. Tuition and fees: \$80

XBA156-076292 Oct 30-Nov 6 6:30-9:30pm David Cargill, LLB

Writing the Business Plan

Prerequisite: Starting Your Own Business

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

0.6 CEU. Tuition and fees: \$80

XBA804-076443 Nov 4-Nov 11 2 sessions Tu Jerry Rovner, MCCC Instructor

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.

XBA831-076444 **Nov 19** 6:30-9:30pm Carla Fallone, MBA

The Self Employment

Assistance (SEA) Program

An intensive 6-week, 60 hour, daytime training program for those who would like to start their own business. Topics include: Developing Business and Marketing Plans, Taxes, Record Keeping, 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 inancial assistance and eligibility

Career Transition Opportunities & Test Preps



Academy for Notaries

Earn extra money and provide a valuable service by becoming a Notary Public in the State of New Jersey. Learn how to obtain or renew your notary commission, perform the job with confidence XAS102-073947 and avoid liability issues. When you complete 6 sessions the course you will have a clear understanding of the final steps needed to be a notary public. Tuition includes a current year membership with the New Jersey Noatary Association.

0.4 CEU. Tuition and fees: \$85 (includes handbook \$30) XCP215-076258

1 session Sa Jennie Storms, NP, CNSA

Becoming a Certified Substitute Teacher

Prerequisite: 60 college credits.

This course is designed to help participants become effective substitute teachers who can deal with problems and challenges that arise in the classroom. XAS102-076293 Participants will be able to manage classroom 6 sessions behavior, understand legal responsibilities, follow lesson plans and cope when there are none, and relate to staff and students. Textbook required. Available in college bookstore

2.0 CEU. Tuition and fees: \$210

XCP176-076295 Oct 1-Nov 19 8 sessions W 7-9:30pm Iulia Larkin, MCCC Instructor



Graduate Record Examination (GRE) Review

The GRE Review will familiarize students with the questions asked on the GRE. Classes will be equally divided between verbal ability and quantitative ability portions of the test. Students will practice with typical questions asked on the GRE, and learn test-taking procedures that will increase their skills and confidence for maximum success.

1.5 CEU. Tuition and fees: \$240 (includes workbook, \$80 tuition & \$160 fees) An additional \$15 book shipping charge will be applied if registration is received after May 30.

June 10-July 15 Tu

Area Enterprises Educational Consultant, MCCC Instructor

Graduate Management Admittance Test (GMAT) Review

Oct 4 A strong score on the GRE is required for graduate 10am-2pm programs in many fields. You will practice with typical questions equally divided between the verbal and quantitative ability assessments, including analytical writing. Boost your confidence with test-taking strategies.

1.5 CEU. Tuition and fees: \$275 (includes workbook, \$90 tuition & \$185 fees) An additional \$15 book shipping charge will be applied if registration is received after May 30.

Sept 16-Oct 21 Tυ 7:10-9:40pm Area Enterprises Educational Consultant. MCCC Instructor

- Fall 2008 Registration Form

	THE CENTER	CONTINUING STUDIES						1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ii back oi cald <i>)</i>	
Center for Continuing Studies	PO Box B, Trenton, NJ 08690		Payment:	☐ Check enclosed \$	☐ Charge to Credit Card	VISA/MasterCard	American Express	1	CVVZ# (3-digit fluffiber off back of card)	Expiration Date
		Sost								

www.mccc.edu/ccs Phone: 609-570-3311 Fax: 609-570-3883 E-mail: ComEd@mccc.edu

tudent I.D. #	First Name		State	Business Phone	FAX Number	
Social Security / Student I.D. #_	Last Name	Address	City	Home Phone	E-mail Address	

City

Mercer County Community College

and return to:

detach

	Cost					\$10	
						Registration fee	107AL \$
Yes, please register me.	Title						
	Reference # Title						

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-to-one counseling appointment at Mercer, call 609-570-3530

OCE • 1500 • 7/08