



Center for Continuing Studies
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Fall 2008 catalog!



Small Business Management & Career Transition Opportunities



August - December 2008



THE CENTER
CONTINUING STUDIES

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.

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

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

Elective courses:

(several electives are offered each semester)

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

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

W

6-9pm

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

2 sessions

Tu

6-9pm

David Cargille, LLB

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

1 session

W

6:30-9:30pm

Martin Mosho, MCCC Instructor

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

M

6-9pm

Ellen Silverman, MCCC Instructor

