Make a Choice: Find Your Path!

www.mccc.edu/ccs

Business and Management

Nonprofit Management Certificate Program and Workshops

Our Nonprofit Certificate Program reflects the importance of this market sector within the current economic climate. The program is packed with practical techniques necessary for survival in this challenging economy. Workshops are oriented to the needs of staff, program administrators, executive directors, board members, philanthropists, volunteers, and those interested in employment within nonprofits.

Certificate in Nonprofit Management

This certificate requires the following four core courses totaling 48 hours, and a minimum of 30 approved elective course hours, totaling 78 hours. Courses can be taken individually on a non-certification basis.

Core courses:
- Fundamentals of Nonprofit Management
- Overview of Fundraising Techniques
- Marketing and Public Relations for Nonprofits
- Budget Basics

Elective courses:
Different electives will be offered each semester.

Grantwriting Essentials

Successful Grantwriting can be a valuable resource and survival skill for the nonprofit. This course is designed for beginners with little or no grantwriting experience. To enable the class materials to become quickly assimilated into real grant opportunities, this course will focus on “Grant Anatomy” with emphasis on research and analysis of applicable grant possibilities and the format for developing a grant proposal. There will be homework assignments, which will include a required final mini-grant project to put into practice what is learned in the class. Textbook required. Available in college Bookstore.

1.5 CEU. Cost: $155 (tuition $128, administrative fee $27)
NCBUS-CS022-01 Jul 20 – Aug 24
6 Sessions W 6:30-9pm
John Vadnais, Nonprofit Consultant

The Role Emotional Intelligence Plays in Communication

Emotional intelligence can empower you to work more successfully with others. This course will provide the opportunity to answer the following questions: What is emotional intelligence? How can I improve my EQ? How can I think more positively? What techniques can I use to be happier and create a more positive work environment for Board members, staff, and/or volunteers?

1.2 CE. Cost: $95 (Tuition $76, administrative Fee $19)
NCCOM-CS001-01 Jun 7 - Jun 28
4 sessions Tu 6-9pm
Marge Smith, Nonprofit Consultant

Small Business Counseling 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.

5 WAYS TO REGISTER FOR YOUR CLASSES
- Online
- Mail
- Fax
- Phone
- In Person

Additional questions? Call 609.570.3311 or email ComEd@mccc.edu
(Registration begins Thursday, March 24, 2016)
Small Business Management
Mercer County Community College's Small Business Management courses are 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 complete the four (4) core courses:
Individual courses may be taken on a non-certificate basis.

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

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

Small Business Start Up and Business Plan Development
More and more individuals are moving toward entrepreneurship as a career choice. Do you have an idea that you have wanted to explore but have not known how or where to begin? We can help! Learn how to move your business idea into reality by exploring the keys to small business success. Evaluate its feasibility, design a competitive business model and build a solid strategic plan while understanding what it takes to make your product or idea stand out. Familiarize yourself with the steps needed to register for a business license at the Federal and State levels and bring all of these important elements together to create a winning business plan.
1.2 CEU or 12 CPE hours. Cost: $154 (tuition $127, administrative fee $27)
NCBUS-CS010-01 May 24 - Jun 2
4 sessions Tu, Th 6-9pm Ed Andriessen, 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 how to effectively market on social media and 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: $54 (tuition $25, administrative fee $5, lab fees $24)
NCMKT-CS002-01 Jul 7
1 session Th 6:30-9:30pm Ed Andriessen, 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. Cost: $85 (tuition $68, administrative fee $17)
NCBUS-CS011-01 Jul 18 - Jul 25
2 sessions M 6-9pm Benjamin Branche, Esq., Instructor

Small Business Growth and Financial Development
Prerequisite: Small Business Start Up and Business Plan Development
This 12-hour course begins with discussion of the steps required to develop an effective financial plan for your small business. Understand how conscientious recordkeeping and up-to-date financial information leads to productive 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. Cost: $154 (tuition $127, administrative fee $27)
NCBUS-CS012-01 Jun 21 - Jun 30
4 sessions Tu, Th 6-9pm Ed Andriessen, Instructor
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 target market 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. Cost: $154 (tuition $127, administrative fee $27)

West Windsor Campus
NCMTT-CS001-01 Jun 7 - Jun 16
4 sessions Tu, Th 6-9pm
Ed Andriessen, Instructor, Marketing Consultant

Introduction to WordPress
This entry-level course will introduce the novice to WordPress, the popular website blogging and content management system. Emphasis will be placed on hands-on exercises that build pages, add plug-ins, use templates, and edit themes, allowing students to create their own basic WordPress website. An understanding of website architecture, hosting, and programming languages (ie, HTML, PHP, MySQL) is very helpful, but not necessary. Textbook required. Available in college bookstore. 1.2 CEU. Cost: $271 (tuition $87, administrative fee $23, lab fees $161)

Mercer Institute is your premier provider of training for corporate and community organizations.

Don’t settle for off-the-shelf training programs. Let our experts work with you to assemble the customized training programs that you need to succeed!

Mercer Institute offers:
- Leadership Development
- Industry Certifications
- Executive Coaching
- Customized Workshops
- And more!
American Management Association Certificate Programs

American Management Association (AMA) courses are nationally recognized for their comprehensiveness and value. Our instructors use AMA textbooks as the foundation and draw on their own expertise and experience to present material in the most timely and relevant manner. These courses are designed to help you become more effective in your present position and better prepared for advancement opportunities. AMA certificate programs are being offered in Management and Project Management. Individual courses may be taken if you choose not to pursue a certificate.

To earn an AMA certificate, you must complete a total of 90 unique hours of instruction time (9.0 CEUs). This should be comprised of the 4 core courses in your chosen area of study (no less than 60 instructional hours or 6.0 CEUs) and 2 elective courses (no less than 30 instructional hours (3.0 CEUs) chosen from the other AMA courses.

American Management Association Certificate in Management

This certificate is designed to help you meet the challenges of changing environment. Learn how to motivate your team when budgets are tight and staff numbers are reduced and how to help your team take on new responsibilities as you adjust to your new leadership responsibilities. Individual courses may be taken if you choose not to pursue a certificate.

Core courses:
- Setting, Managing, and Achieving Goals
- Leadership Skills for Managers
- Understanding and Motivating Employee Performance (replacing Delegating for Business Success)
- How to Manage Conflicts in the Organization

Understanding and Motivating Employee Performance

Surveys show that the majority of employees are not engaged or are actively disengaged at work. Many leaders turn to traditional rewards in the hopes of making employees happier. However, research suggests that they do not always address what it really takes to engage or motivate employees. This course will help managers/supervisors examine the reasons employees may not be happy, and the impact that individual employee attitudes and behaviors have on an organization’s performance. Managers will learn how to increase employee job involvement and job satisfaction, thereby improving employee performance and organizational effectiveness.

1.5 CEU or 15 CPE hours. Cost $278 (tuition $135, administrative fee $23, book fee $120) NCBUS-CS059-01 July 18-Aug 15
5 sessions M 6:30-9:30pm
Edward Kurocka

Project Management Professional Certification PMP® Prep and Review

The Project Management Institute’s PMP® credential is a leading industry-recognized certification for project managers.

You will appreciate the professional advantages derived from attaining the Project Management Professional (PMP) status if you are:
- a project manager, team leader, project coordinator
- a team member seeking to learn the PMBOK® framework
- looking to increase your project management knowledge

The PMI credential following your name tells current and potential employers that you have a solid foundation of project management knowledge that can be readily applied in the workplace.

This 35-hour course is designed to help you prepare for the PMP® exam—while gaining the most understanding of project management with the least amount of study. Textbook required. Available in college bookstore.

3.5 CEU. Cost: $1,082 (tuition $915, administrative fee $167) NCBUS-CS008-01 May 2 - Jun 20
14 sessions Mon, Thu 6:30-9pm
No class May 19, 30
Sandeep Jasra, Instructor

For information on certifications, consult the Project Management website at: www.pmi.org/certification

Phone: 609.570.3311 • Fax: 609.570.3883
www.mccc.edu/mymercer • ComEd@mccc.edu
The Certificate in the Project Management Program is designed to equip you with the skills necessary to set up project plans, schedule work and monitor progress in order to achieve desired project goals and results. These courses provide a strong foundation for taking the PMP Prep review.

To earn an AMA certificate, you must complete a total of 90 unique hours of instruction time (9.0 CEUs). This is comprised of the 4 core courses in your chosen area of study (no less than 60 instructional hours or 6.0 CEUs) and 2 elective courses (no less than 30 instructional hours (3.0 CEUs) chosen from the other AMA courses. For more information on AMA certification (see pg. 8).

**Individual courses may be taken if you choose not to pursue a certificate**

**Core courses:**
- Successful Project Management
- Total Quality Management
- Successful Negotiating
- Fundamentals of Finance and Accounting for Non-Financial Managers
- Fundamentals of Finance and Accounting for Non-Financial Managers

**Successful Negotiating**
Learn the art of win/win negotiation by getting a firm grasp of the negotiating tricks and techniques the pros use. Learn everything from pre-negotiation planning to the use of seemingly unimportant details like seating arrangements and meeting site selection to influence the results of negotiations. 1.5 CEU or 15 CPE hours. Cost: $278 (tuition $135, administrative fee $23, book fee $120)

NCBUS-CS006-01  
**Jun 1 – Jun 29**
5 sessions  
W 6:30-9:30pm
Edward Kurocka, Instructor

**Total Quality Management**
Take a guided tour along the road to Total Quality Management (TQM). Review the history of quality and examine the wide variety of philosophies, concepts and techniques for managing, controlling and improving quality. The course takes a “walking tour” of recent winners of the Malcom Baldridge National Quality award. 1.5 CEU or 15 CPE hours. Cost $278 (tuition $135, administrative fee $23, book fee $120)

NCBUS-CS027-01  
**Jul 12 - Aug 9**
5 sessions  
Tu 6:30pm - 9:30pm
James O’Donnell, Instructor

**APA’s (American Payroll Association’s) PayTrain College and University Program**
In cooperation with the American Payroll Association, we offer the PayTrain College and University program for payroll professionals. PayTrain Fundamentals is for people new to the industry and who need to learn payroll basics. PayTrain Mastery is designed for those with industry experience. Taking these courses prepares you for the Fundamental Payroll Certification (FPC) and the Certified Payroll Professional (CPP) exams.

**Following are the upcoming exam dates:**
CPP/FPC Exam Dates: September 17, 2016 to October 15, 2016
Registration for exams opens July 12, 2016

**PayTrain Mastery**
**Prerequisite:** PayTrain Fundamentals or equivalent knowledge.
PayTrain Mastery is a comprehensive course providing payroll managers and supervisors with solid understanding of advanced topics. Enrollees receive live classroom instruction, textbooks, and access to interactive online resources to reinforce topics learned.

**Topics Include:**
- Employee vs Independent Contractors
- Payroll Tax Reporting
- Fair Labor Standards
- Federal Taxation and other Legislation
- Tax reporting
- Payroll Accounting
- Professional Administration

3.6 CEU. Cost $794 (tuition $386, administrative fee $73, book fee $335)

NCACC-CS006-01  
**Jun 21 – Sept 20**
12 Sessions  
Tu 6-9pm
No classes July 19th and August 2nd
Collen Flores, CPP
NEW! Business and Management

Bookkeeping
Introduction to Bookkeeping
This basic, hands-on, workshop-style manual bookkeeping course covers the complete accounting cycle from business transactions through entry into the books and records, posting to accounts, preparation of worksheets and adjusting journal entries, preparation of financial statements and closing. It will prepare you for any accounting or bookkeeping system: manual, one-write or software driven. You will learn: the sales journal, purchase journal, cash receipts and cash disbursements journal, accounts receivable, inventory and the use of Excel spreadsheets. **Textbook required. Available in college bookstore. (Note: Please bring a lunch - cafeteria closed on Saturday.)**

4.2 CEU or 42 CPE hours. Cost: $403 (tuition $273, administrative fee $53, lab fees $77)

NCACC-CS002-01  Jun 8- Jul 23
8 Sessions  W, Sa  9am-3:30pm
Wednesday class: Jun 8, Jun 15 6-9pm; Sat 9am-3:30pm
*1/2 hour for lunch on Saturday's class
No Class Jul 2
Surendra Jakhar, Ph.D., Instructor

Business Writing for Success
Never underestimate the power of professional writing. With text messaging, chain-emails, Twitter and Instagram, writing content has become quick, punchy and informal. That delivery, when transposed into business communication methods, can come across as terse, unprofessional and grammatically flawed. This workshop will strengthen your professional writing style through instruction on clarity, tone, grammatical insight, peer and instructor review, in-class assignments and writing style discussions. Come away from this class with the tools you need to develop internal and external business memos/announcements, corporate emails and cover letters.

0.6 CEU. Cost: $66 (tuition $57, administrative fee $9)

NCCOM-CS038-01  June 8 – Jun 22
3 sessions  W  6:30-8:30pm
Ashley Buchalla, Instructor

SHRM Body of Competency and Knowledge (SHRM BoCK)
Certification Preparation Course
The new certifications: SHRM CP (Certified Professional) and SHRM SCP (Senior Certified Professional)
The Center for Continuing Studies at Mercer and the Society for Human Resource Management (SHRM) offer a comprehensive review of the major disciplines within Human Resources. Utilizing the SHRM Body of Competency and Knowledge, the course is designed to give human resource professionals new tools for successful performance on the job. The course also helps prepare you for the national examinations. It is important that you review the SHRM CP and SHRM SCP eligibility requirements on the SHRM website: www.certification.shrm.org.

For Fall information Email calabrek@mccc.edu

Who Should Attend:
• Human Resource professionals looking for advancement

The focus of the SHRM BoCK is:
• People
• Organization
• Workplace
• Strategy

Returning Fall 2016