

# Entrepreneur Certificate Program Spring 2013, Wayne

**Have you thought about starting your own business, but don't know where to begin? Are you running your own business, but would like more formal training in the various aspects of starting and running a business?** The New Jersey Small Business Development Centers (NJSBDC) network and the New Jersey Council of County Colleges (NJCCC) have partnered to provide a seven course, 33-hour **Entrepreneur Certificate Program (ECP)**. The ECP will give entrepreneurs and existing small business owners an opportunity to learn about all the necessary steps to successfully start a new business and expand existing operations. The courses familiarize attendees with business plans, legal issues, marketing strategies, financial statements, small business taxes, and small business record-keeping systems. Attendees who successfully complete this program will receive an official certificate issued by Passaic County Community College and the William Paterson Small Business Development Center. **These courses may also be taken individually. All courses are Wednesday evenings, 6:00 – 9:00 pm at the PCCC Public Safety Academy, 300 Oldham Road, Wayne, NJ. Call 973-684-6213 for additional information.**

Title	Date(s)	# of Sessions	Cost	Course #	Room
The Business Plan (9 hrs)	W, Feb 20 to Mar 6	3	\$134	NBS-160-S1	Conference Room
Marketing Strategies for Business Success (6 hrs)	W, Mar 13 & 20	2	\$89	NBS-161-S1	Conference Room
Understanding Financial Statements (3 hrs)	W, Apr 3	1	\$45	NBS-163-S1	Conference Room
Small Business Record Keeping (6 hrs)	W, Apr 10 & 17	2	\$89	NBS-164-S1	Conference Room
Legal 1 – Startup Specifics (3 hrs)	M, Apr 22	1	\$45	NBS-165-S1	Conference Room
Legal 2 – Contracts (3 hrs)	M, Apr 29	1	\$45	NBS-166-S1	Conference Room
Small Business Taxes (3 hrs)	W, May 8	1	\$45	NBS-162-S1	Conference Room

### **The Business Plan**

Business plans are a necessary tool for every phase of business operations, from start-up to expansion. A sound business plan will help you manage your business more effectively and serves as a tool for planning, marketing, and financing your business. Using a business plan to chart your course improves your chances for success.

### **Marketing Strategies for Business Success**

This workshop shows you how to define and target the markets where your services or products will be most successful as well as develop an action plan for your marketing efforts in order to reach your target markets.

### **Understanding Financial Statements**

Learn about financial statements to improve your bottom line. This course helps you understand the various types of financial statements to allow for further review and analysis of your business operations and enhance your ability to design a profit improvement planning strategy to grow and expand your business.

### **Small Business Record Keeping**

Learn about the purpose and types of record-keeping systems to help use your business records as a management tool and barometer and comply with governmental regulations/requirements.

### **Legal I - Start-up Specifics**

This workshop provides basic knowledge of the laws affecting business. Business owners learn how to choose the appropriate business structure, assess business risks, provide adequate protection for business ideas (patents, copyright, trademarks) and business operations (leases, contracts, agreements) as well as know about local zoning/regulations /permits/licensing, business trade name registration and incorporation procedures as well as other State, county, federal and international requirements.

### **Legal II – Contracts**

This course provides a basic understanding of business contract law with an overview of the basic elements of contracts, the different types of contracts (employment, suppliers, customers), what particular situations warrant attorney consultation, legal ownership of a business, consideration of the major factors in business structure selection, the primary features of a partnership, examination of key areas of stockholder (shareholder) agreements, and more!

### **Small Business Taxes**

You learn about the differences between local, state and federal taxes and gain a broad overview of small business tax responsibilities including employment, social security, income and sales taxes as well as understand tax obligations as they relate to the particular business structure.

***For additional information, please call PCCC, Continuing Education (973) 684-6153  
or William Paterson Small Business Development Center (973) 754-8695***

## Passaic County Community College Office of Continuing Education

**Information:** Call (973) 684-6153 or (973) 684-5782, Monday through Friday, 8:30 am – 4:30 pm.

**Registration:** Advanced registration and payment are required for all Continuing Education classes. Once your registration and payment are received, you are automatically enrolled and a confirmation will be sent. Plan to attend your class as scheduled! You will be notified if a class is cancelled, changed or full by telephone. A **current telephone number** is required on the registration form.

**Registration by fax:** Fill out the form and fax to (973) 523-6085. Submit payment with form by mail or in person.

**Registration by mail:** Fill out the form and mail to: **Passaic County Community College, Office of Continuing Education, One College Boulevard, Paterson, NJ 07505-1179**. Please be sure to enclose payment in the form of check or money order.

**Registration by phone:** Call the PCCC Continuing Education Office (973) 684-6153 during business hours and a CE representative will hold your registration for three days until we receive your check or money order.

**Registration in person:** The Continuing Education Office is located at the PCCC Hamilton Club Building, 32 Church Street (Corner of Church St. and Ellison St.) Paterson, NJ.

**Payment:** You may pay through the mail by check or money order payable to: "**Passaic County Community College**." Write the student name, course # and last four digits of the student's SS# or student ID on the check. Credit cards (Visa, MasterCard, or Discover), and cash payments must be made in person at the Bursar's Office, PCCC, One College Blvd., Paterson.

**Withdrawals and refunds:** To withdraw from a short course or seminar, you must notify the Continuing Education Office in writing or in person. Refunds will be made as follows:

- With written notification received prior to the first class session -100%
- With written notification received after the first class meeting for courses or seminars that meet more than once – 50%
- No refunds after the second class meeting.
- For classes that meet for 120 hours or more, see CE brochure or contact CE office.

**Cancellation Policy:** The College reserves the right to cancel courses or to change dates, if necessary. Attempts will be made to notify students in the event of a change. Refunds take 4-6 weeks.

### PCCC CE Registration Form

Last Name:	First Name:	MI:
<b>Preferred Tel. #:</b>	Secondary Tel. #:	
Street:	City:	
County:	State:	Zip:
Emergency Contact:	E-mail:	
Student ID or Social Security #:	Date of Birth:	
Employer:	Employer's Address:	
Check all that apply:		
<input type="checkbox"/> New	<input type="checkbox"/> Returning	<input type="checkbox"/> Fall
<input type="checkbox"/> Spring	<input type="checkbox"/> Summer	

Course #	Course Title	Place	Start Date	Cost

<b>Check statements which apply:</b>		
<input type="checkbox"/> Female	<input type="checkbox"/> Male	
<input type="checkbox"/> US citizen or permanent resident	<input type="checkbox"/> Non-resident alien	<input type="checkbox"/> Other
In compliance with Title VI of the Civil Rights Act of 1964 and Title XI of the Education Amendments of 1972.		
<b>Ethnicity: Please check one</b>	<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Non-Hispanic/Latino
<b>Race: Check one or more</b>	<input type="checkbox"/> American Indian/Alaskan Native	<input type="checkbox"/> Asian
<input type="checkbox"/> Black/African American	<input type="checkbox"/> Native Hawaiian/Other Pacific Islander	<input type="checkbox"/> White

I certify that the above information is correct and agree to the terms of the course. Note refund policy.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>For Official Use Only:</b>					
_____ Initial Person Accepting Registration		_____ Initial of Person Accepting Payment			
<input type="checkbox"/> Cash	<input type="checkbox"/> Check	<input type="checkbox"/> Charge	<input type="checkbox"/> M.O.	<input type="checkbox"/> Staff	<input type="checkbox"/> Third Party

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