



Extended Studies & Workforce Education Division Norwalk Community College Entrepreneurial Studies Certificate Program

Own your future! Starting, building, or buying a small business is part of the American Dream and is the engine of economic growth (creating 60-80% of new jobs over the last decade). This Certificate Program is designed to provide students with the skills and expertise to get started and succeed.

<u>Required Courses</u>	<u>Total Hours</u>	<u>Total Sessions</u>	<u>Tuition*</u>	<u>Textbook</u>
1. Planning a Small business or Startup Company	12	4	\$219	N/A
2. Marketing and Sales Strategies	12	4	\$129	N/A
3. Legal, Tax, and Financial Management for Business Owners	12	4	\$199	N/A
4. Personnel Management and Employment Law for Business Owners	12	4	\$199	N/A
5. QuickBooks	18	6	\$369	N/A

*Tuition subject to change.

Planning a Small Business or Startup Company

This course is ideal for people who either run their own business or professional practice or are thinking of starting one in the near future. Aspiring entrepreneurs, new business owners, self-employed professionals and consultants will be provided with the tools to launch and develop a successful business. Students will learn how to prepare and update a business plan; predict the success of a product or service; understand the market and competitors; develop marketing and sales strategies, work with partners and employees; manage business risks, learn the basics of financing and understand the legal and tax issues pertaining to their business. Specific topics include:

- ♦ the three personality traits all successful business owners share
- ♦ the two reasons why anyone buys anything
- ♦ how to sell just about anything to just about anyone
- ♦ the four types of competitors and how to deal with them
- ♦ whether or not you need a partner to run your business
- ♦ the five advisors all business owners need
- ♦ the two places money comes from for a startup business
- ♦ the five strategies to keep from being sued by customers, suppliers, and creditors

Marketing and Sales Strategies

This course is designed for small business owners and those who run nonprofits to get on the fast track with marketing. Students will learn how to market a product or service organization efficiently and effectively the first time without wasting resources. Marketing is the lifeblood of any business. Both on and off line marketing strategies will be covered including acquisition, retention, and reactivation strategies, websites, social media, putting a marketing process in place for success, and creating a marketing plan. Students are encouraged to bring their current marketing materials to the first class for immediate feedback.

Legal, Tax, and Financial Management for Business Owners

This course is for people who either run their own business or professional practice, or are thinking of starting one in the near future. In this fast-paced interactive course, students will get answers to their most pressing questions on the legal, tax and risk management issues facing their business.

Specific topics include:

- ♦ the difference between revenue and profit and which is more important
- ♦ understanding and planning for profitability
- ♦ the “key numbers” that determine business success
- ♦ the three rules of financial management
- ♦ how to grow an existing business
- ♦ forming a corporation or limited liability company (LLC) for your business
- ♦ getting the right insurance
- ♦ income sales, use and other Connecticut business taxes
- ♦ coping with “deadbeats” and making sure you get paid on time
- ♦ dealing with partners, employees and independent contractors
- ♦ copyrights, trademarks and other ways to protect intellectual property
- ♦ The legal and tax issues that pertain to the business

Personnel Management and Employment Law for Business Owners

This course is for people who either run their own business or professional practice, or are thinking of starting one in the near future. In this fast-paced interactive program, you will get answers to your most pressing questions on dealing with employees, independent contractors, and others who help you run your business.

Specific topics include:

- ♦ when should you hire your first employee
- ♦ the cost-benefit analysis of hiring employees
- ♦ employees versus independent contractors
- ♦ the employment interview: do’s and don’ts
- ♦ “at will” versus. contract employment
- ♦ compensating employees

Personnel Management and Employment Law for Business Owners

Specific topics include: (Continued)

- ♦ “sweat equity” and other deferred compensation arrangements
- ♦ pensions, 401k, simple IRA and other retirement plans
- ♦ health care coverage for employees, both before and after Obamacare
- ♦ understanding your employees’ rights in the workplace
- ♦ Federal and State employment taxes
- ♦ building an employee manual with the right policies and procedures for your business
- ♦ how to fire an employee without being sued

QuickBooks

Learn how to master this powerful and flexible management tool for small business accounting and bookkeeping needs. The most routine operations can be automated enabling managers, bookkeepers, and accountants to keep vital information at their fingertips. Students will learn accounts payable, account receivable, report writing, and how to reconcile bank statements.

Prerequisite: Computer Basics, Introduction to Windows or equivalent knowledge.

Please Note: Students are asked to bring a flash drive to class.

Please refer to the Extended Studies & Workforce Education current catalog for course specifics (tuition, start date, class time slot and location).

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