



Extended Studies & Workforce Education Division
Norwalk Community College
Small Business Management & Entrepreneurship
Certificate Program

An understanding of business management, marketing, finance, law, taxes, and computer applications is the foundation on which to start your own business. Begin to build your foundation by taking three core courses and two electives listed below to earn your certificate of completion for this program.

<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. Entrepreneurship	37	28	\$465	Additional Fee
3. Project Management	12	6	\$319	Additional Fee
4. Basics of Good Business Writing	18	6	319	Additional Fee
5. Bookkeeping Practices**	24	12	\$359	Additional Fee
6. MS Excel	18	6	\$329	N/A
7. QuickBooks**	18	6	\$369	N/A

*Tuition subject to change.

**Core Course

Course Descriptions

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 for a startup business
- ♦ the five strategies to keep from being sued by customers, suppliers, and creditors

Entrepreneurship

This course is designed to provide the real world skills and resources needed to start a business. Students will learn how to evaluate business ideas, develop strategies for organizing and marketing a business, assess capital needs and create sound financial statements. In addition, students will work in groups consisting of both aspiring business owners and NCC students to research, develop, and write comprehensive business plans. Students may use their own business ideas as a model for this project.

Project Management

This course will provide a comprehensive overview of project management training from the Project Management Institute (PMI) global standards, guidelines as well as the rules and characteristics for project, program and portfolio management. These standards are widely accepted and, when consistently applied, will help you, your global peers and your organization achieve professional excellence. Because the standards are created and updated by volunteer committees and the general public, you can be confident that the PMI standards continually and accurately reflect the evolving profession.

Basics of Good Business Writing

The written word remains a powerful tool in conducting business today. The ability to write for business communication requires study and practice in expressing clarity, demonstrating purposefulness, economy of word use, and acknowledging reader profiles. This course presents a trademark process for creating today's written forms of communication. Tools include a scoring index for readability, guidelines for grammar and syntax, and protocols observed in participants' business organizations. Students will discuss job-related documents and demonstrate improved skills with the completion of two writing projects that apply to their work.

Bookkeeping Practices

Accounting is the "language of business," and bookkeeping plays an essential role in the operation of every successful business. This course covers accounting concepts and practices that underlie all accounting systems (manual and software based). Students receive an introduction to the entire accounting cycle: transaction analysis, preparation of journals, ledgers, and trial balances, and financial statements, including the Balance Sheet and Income Statement, and Statement of Owner's Equity.

Microsoft Excel

Whether you are developing a household budget, analyzing portfolio returns, or calculating mortgage payments, Excel is the tool for organizing, analyzing and reporting complex data. Excel's powerful analytical tools enables the user to build complex models, analyze scenarios, and solve problems with ease. Students will learn to create and format charts and spreadsheets, create and edit formulas. Advance features such as scenario building, goal seeking and pivot tables will be introduced, along with many of Excel's powerful built-in functions.

Prerequisite: Basic computer skills and a working knowledge of Windows.

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).

Employment Related Information

- Certificate holders will find opportunities in self employment as well as managing in retail for both local and national businesses.
- Job Search Key Words:
manager, assistant manager, general manager, district manager, field supervisor

Date Created: 7/31/15

Date Updated: 11/17/16