



# Passaic County Community College Continuing Education

new for Spring 2010 at the



## Passaic Academic Center

# Entrepreneur Certificate Program

The New Jersey Small Business Development Centers (NJSBDC) network and the New Jersey Council of County Colleges (NJCCC) have partnered to provide a 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 offered will familiarize small business owners with business plans, legal issues, marketing strategies, financial statements, small business taxes, and small business record-keeping systems. Entrepreneurs and small business owners who successfully complete this program will receive an official certificate issued by **Passaic County Community College** and the **William Paterson Small Business Development Center**. Instructors provided by the William Paterson Small Business Development Center and Passaic County Community College.

**These courses may also be taken individually. All courses are Wednesday evenings, 6:00 – 9:00 pm.  
Location: Passaic Academic Center, 2 Paulison Avenue, Passaic, room Passaic Room**

### **The Business Plan (9 hrs)**

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 will improve your chances for success.

**Cost:** \$119  
**# of Sessions:** 3  
**Course #:** NBS 160 PC1  
**Date:** W, Mar 3 - 17

### **Marketing Strategies for Business Success (6 hrs)**

This workshop will show 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.

**Cost:** \$79  
**# of Sessions:** 2  
**Course #:** NBS 161 PC1  
**Date:** W, Mar 24 & 31

### **Understanding Financial Statements (3 hrs)**

Learn about financial statements to improve your bottom line. This course will help 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.

**Cost:** \$39  
**# of Sessions:** 1  
**Course #:** NBS 163 PC1  
**Date:** W, Apr 7

*For additional information, please call Passaic County Community College, Continuing Education - 973-684-6153  
or William Paterson Small Business Development Center - 973-754-8695*

**Small Business Record Keeping (6 hrs)**

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.

**Cost:** \$79**Course #:** NBS 164 PC1**Date:** W, Apr 14 & 21**Legal I - Start-up Specifics (3 hrs)**

This workshop provides basic knowledge of the laws affecting business. Business owners will 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.

**Cost:** \$39**Course #:** NBS 165 PC1**Date:** W, Apr 28**Legal II – Contracts (3 hrs)**

This course will provide 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!

**Cost:** \$39**Course #:** NBS 166 PC1**Date:** W, May 5**Small Business Taxes (3 hrs)**

You will 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.

**Cost:** \$39**Course #:** NBS 162 PC1**Date:** W, May 12**PCCC STUDENT REGISTRATION FORM FOR ENTREPRENEUR CERTIFICATE PROGRAM COURSES**

Social Security # \_\_\_\_\_  **New**  
 Male  Female  **Fall**  
 Date of Birth \_\_\_\_\_  **Returning**

**Credit Card Only.**  
**must come in person to Paterson campus**

LAST NAME FIRST NAME MI HOME TEL. # BUS. TEL. #  
 STREET CITY COUNTY STATE ZIP CODE

EMERGENCY # \_\_\_\_\_

Course Code	Course Title	Location	Fee
<b>Total</b>			

E-MAIL \_\_\_\_\_

**FOR OFFICIAL USE ONLY**

CIRCLE: CASH, CHECK, M.O.  
 SENIOR CITIZEN PROOF OF AGE  
 STAFF  THIRD PARTY  
 \_\_\_\_\_  
 INITIAL ACCEPTING OF PERSON  
 \_\_\_\_\_

I CERTIFY THAT THE ABOVE INFORMATION IS CORRECT AND AGREE TO THE TERMS OF THE COURSE

\_\_\_\_\_  
 SIGNATURE

**Enclose a check or money order payable to Passaic County Community College for the above courses. No refund after 1<sup>st</sup> class meeting. Mail this form and payment to:**  
**Continuing Education, Passaic County Community College**  
**One College Boulevard, Paterson, NJ 07505-1179**  
**Telephone # (973) 684-6153**