



# Passaic County Community College Continuing Education

Spring 2011



## PCCC Public Safety Academy, Wayne

# 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 University 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 & Thursday evenings, 6:00 – 9:00 pm.  
Location: PCCC Public Safety Academy, 300 Oldham Road, Wayne**

### 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 PS1  
**Date:** W, Feb 16 – Mar 2  
**Room:** 127

### 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 PS1  
**Date:** W, Mar 9 & 16  
**Room:** 127

### 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 PS1  
**Date:** W, Mar 23  
**Room:** 127

*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 PS1**Date:** W, Mar 30 – Apr 6**Room:** 127**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 PS1**Date:** Th, Apr 14**Room:** 129**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 PS1**Date:** Th, Apr 21**Room:** 129**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 PS1**Date:** W, Apr 27**Room:** 129**PCCC STUDENT REGISTRATION FORM FOR ENTREPRENEUR CERTIFICATE PROGRAM COURSES**

Social Security # \_\_\_\_\_

 **New****Credit Card and Cash payments** Male  Female **Fall****must come in person to the Paterson campus**

Date of Birth \_\_\_\_\_

 **Returning**

|           |            |        |             |             |
|-----------|------------|--------|-------------|-------------|
| 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**