PASSAIC COUNTY COMMUNITY COLLEGE

Entrepreneur Certificate Program Spring 2017

AMERICA'S SBDC NEW JERSEY

WILLIAM PATERSON UNIVERSITY

Have you thought about starting your own business, but don't know where to begin?
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)**.

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.

Class Meets every Wednesdays from 6:00 – 9:00 pm Location: TBA

Title	Date(s)	# of Sessions
Legal 1 – Startup Specifics	2/1/17	1
Legal 2 – Contracts	2/8/17	1
Social Media / Marketing Strategies	2/15 – 2/22	2
Small Business Recordkeeping	3/1/17	1
Understanding Financial Statements & Taxes	3/8/17	1
The Business Plan (9 hrs)	3/15 – 3/29	2
Personal Branding & Leadership Principles	4/5/17	1

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) 684-6126 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) 341-1629. 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 200 Memorial Drive, (Side Entrance on 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:
Preferred Tel. #:	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: ❑ New ❑ Returning ❑ Fall ❑ Spring ❑ Summer	

Course #	Course Title	Place	Start Date	Cost

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

Student Signature _____ Date _____

For Official Use Only:

_____Initial Person Accepting Registration _____Initial of Person Accepting Payment

❑ Cash ❑ Check ❑ Charge ❑ M.O. ❑ Staff ❑ Third Party

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