
The Entrepreneur CERTIFICATE PROGRAM

Offered at these
11 community colleges:

Bergen Community College (Paramus, NJ)
(201) 447-7488
www.bergen.edu/continuinged

Brookdale Community College (Lincroft, NJ)
(732) 224-2315
www.brookdalecc.edu/bed

Essex County College (Newark, NJ)
(973) 877-3399
www.essex.edu

Gloucester County College (Sewell, NJ)
(856) 415-2263
www.gccnj.edu

Hudson County Community College (Jersey City, NJ)
(201) 360-4240
www.hccc.edu

Middlesex County College (Edison, NJ)
(732) 906-2556
www.middlesexcc.edu

Ocean County College (Toms River, NJ)
(732) 255-0409
www.ocean.edu

Passaic County Community College (Paterson, NJ)
(973) 684-6136
www.pccc.edu

Raritan Valley Community College (North Branch, NJ)
(908) 526-1200, ext. 8515
www.raritanval.edu

Sussex County Community College (Newton, NJ)
(973) 300-2140
www.sussex.edu

Warren County Community College (Washington, NJ)
(908) 835-2335
www.warren.edu

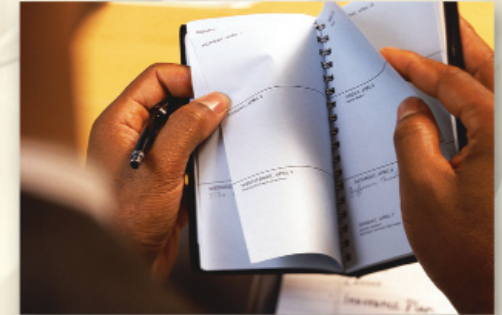
For more information contact
www.njsbdc.com/ecp

The Entrepreneur CERTIFICATE PROGRAM

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The Entrepreneur CERTIFICATE PROGRAM

Starting a new business or growing an existing one is a demanding and tough job. The real secret to success is an eagerness to learn and having access to knowledge, experience and expertise of others.

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he New Jersey Council of County Colleges and the New Jersey Small Business Development Centers (NJSBDC) developed the **Entrepreneur Certificate Program (ECP)**. This 33-hour program gives entrepreneurs and existing small business owners an opportunity to learn how to successfully start and expand business operations. In designing this pilot program, the NJSBDC re-packaged an existing program that some of its regional centers have used since 1995.

The ECP allows small business owners the flexibility to complete the curriculum at their own pace, on a course-by-course basis. The curriculum is standardized statewide to ensure quality control and built-in flexibility. The courses and workshops offered will familiarize entrepreneurs and small business owners with business plans, legal issues, marketing strategies, financial statements, small business taxes, and small business record-keeping systems.

Individuals who successfully complete this program will receive an official certificate issued by the participating community college and the NJSBDC network.

For more information contact
www.njsbdc.com/ecp



ECP Curriculum:

"Course titles and prices may vary slightly from college to college."

"The Business Plan" (9 hours) (3 sessions) (\$120)

This course covers all the components of a business plan (business description and focus, location selection, knowledge of competition, marketing strategy, financial plan, personnel/management needs, and strategic plan for business growth) to help entrepreneurs and small business owners get off to a fast start.

"Small Business Taxes" (3 hours) (\$40)

This course highlights small business tax responsibilities and obligations as they relate to the particular business structure (Sole Proprietorship, Limited Partnership, Limited Liability Company, "C" Corporation, etc.). Other topics include the various tax forms and governmental reporting requirements, allowable expense deductions and depreciation, annual payroll reporting, the tax consequences of doing business in other states, and answers to frequently asked tax questions pertaining to small businesses.

"Small Business Record-Keeping" (6 hours) (2 sessions) (\$80)

This course informs small business owners about the purpose and types of record-keeping systems (financial, personnel, supplier, customer, inventory and other miscellaneous categories) used for compliance with governmental regulations/requirements. The course also covers record-keeping systems used as management tools to easily access accurate documentation for accounting/tax planning, general ledger, balance sheet, financial statements, inventory control, cash flow management, accounts payable, accounts receivable, cash receipts, cash disbursements, profit and loss controls. This course also provides an analysis of record-keeping systems to ensure effective financial management for small business opportunities and growth potential.

"Marketing Strategies" (6 hours) (2 sessions) (\$80)

This course helps small business owners learn about conducting market research, making strategic marketing decisions, wisely allocating budget funds to implement marketing goals and selecting the proper tools for advertising and sales. The course also covers using public relations to capture business markets and build customer loyalty. In addition, the course covers measuring business promotional efforts and effectively responding to new circumstances and conditions by enhancing marketing strategy.

"Legal I: Start-up Specifics" (3 hours) (\$40)

This course provides basic knowledge of the laws affecting business. Topics include 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). This course also provides an overview of local zoning regulations/permits/licensing, business trade name registration and incorporation procedures, plus other State, county, federal and international requirements.

"Legal II: Contracts" (3 hours) (\$40)

This course provides an overview of the basic elements of contracts and the different types of contracts (employment, suppliers, customers etc.) plus an assessment of what business situations warrant attorney consultation. Other issues examined include legal ownership of a business, the primary features of a partnership, partnership agreement provisions (capital contributions, capital accounts, obligations of parties, termination of partnership etc.), stockholder/shareholder agreements such as corporation management and transfer of shares as well as various agreement provisions (sale of stock restrictions, stock certificates, administrative obligation of parties, etc.).

"Understanding Financial Statements" (3 hours) (\$40)

This course reviews the various types of financial statements to grow and expand business operations. Other areas of study are: spreadsheets, revenues and expenses, structure and relationships, meaningful forecasts and projections, break-even analysis, balance sheets, and managing trends that might undermine your business (decreasing overhead costs, sales costs, finding additional capitalization, etc.) and more.

Build
a Better
Business

If you are looking to start your own business or expand your small business, contact the community college closest to you to enroll in the Entrepreneur Certificate Program.