



Entrepreneur Certificate Program Fall 2016

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

Passaic County Community College, Office of Continuing Education and Workforce Development and the Housing Authority of the City of Paterson 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 Paterson Housing Authority.

Classes Meet Every Wednesday from 6:00 – 9:00 pm

Location: Paterson, NJ, Room: TBA

Title	Date(s)	# of Sessions
The Basics of Start up (SBDC)	Sept 7	1
Legal 1 – Start up Specifics	Sept 14	1
Legal 2 – Contracts	Sept 21	1
Understanding Financial Statements	Sept 28	1
Small Business Recordkeeping & Taxes	Oct 5	1
Social Media & Marketing Strategies	Oct 12	2
The Business Plan	Oct 19 & 26	2
Franchising (Optional) (SBDC)	Nov 2	1
Business Registration (SBDC)	Nov 9	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.

Social Media & Marketing Strategies

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

Legal I & II - Start-up Specifics & Contracts

This workshop provides basic knowledge of the laws affecting business. Business owners learn how to choose the appropriate business structure, assess business risks This course provides a basic understanding of business contract law with an overview of the basic elements of contracts, as well the different types of contracts.

Small Business Record Keeping

Learn about the purpose and types of record-keeping systems to help use your business records as management tool and barometer and comply with governmental regulations/ requirements.

(Course Designed by The New Jersey Small Business Development Centers (NJSBDC) network and the New Jersey Council of County Colleges (NJCCC).

For more information, call 973-684-6126 or visit our website at www.pccc.edu/ce