

ENTREPRENEUR**Free Career Workshop**

Learn about the classes we offer and how they can help you begin, maintain and build your small business. Call 586.498.4000 or email continuinged@macomb.edu to reserve a spot.

W.....9/2..... 6:30-7:30 PM.....CTR H204

Certificate in Entrepreneurship

The following classes, sponsored in cooperation with MI-SBTDC are designed for the new entrepreneur and those who want to stay in business. They contain the information and skill development critical to the success of any business, large or small. The Entrepreneur's Certificate is awarded by Macomb Center for Continuing Education upon completion of three core classes plus 2 other classes of your choice.

Core Classes**Be Your Own Boss****ENTR-8000**

Explore what it takes to start your own business. Find out what to do first, how much money you will need and where to go for help. (2 sessions)

69480MW.....9/14-9/166-9 PM.....\$79 MTC 124D. Morandini

Business Plan: Your Roadmap to Success**ENTR-8013**

Develop a comprehensive plan for your business. Define a target market, identify competitors, develop an operating budget and ascertain financing needs. A team of experts will analyze business plans and offer recommendations. Text required – see page 51. (6 sessions)

69481MW.....9/21-10/76-9 PM.....\$109 MTC 124D. Morandini

Marketing Strategies that Work**ENTR-8023**

Investigate competitive strategies that attract customers. Explore niche marketing, research best marketing opportunities and learn how to enter new markets. (3 sessions)

69482MW.....10/12-10/196-9 PM.....\$99 MTC 124D. Morandini

Elective Classes**Home-Based Business: Turning Your Passion into Profit****ENTR-8039**

Discover business skills necessary to turn your passion into a profitable business. Learn step-by-step how to successfully operate a home-based business. Identify your entrepreneurial potential, the purpose of the business plan, how to establish your business, marketing strategy, networking and use of the internet. Realize the demands and rewards of operating a successful business from home and much more. (2 sessions)

69483S.....10/10-10/178:30 AM-12:30 PM.....\$139 MTC 125B. Rogers

Protect Your Small Business**ENTR-8003A**

Learn how to use the law to protect you and your small business. Explore the various legal entities available and how to choose the best one. Learn how to protect your business from personal liability and from unnecessary taxes. Discover how to protect business assets from internal or external fights. Taught by an attorney. (1 session)

69484W.....10/28.....6-9 PM.....\$99 MTC 125T. Giampetrone

Quantum Physics of Success**ENTR-8040**

Explore the relationship between successful entrepreneurship and theories of quantum physics. Create your own reality and, according to scientific studies, you can be successful at any time. Explore the relationship of subatomic particles and perception and discover the role that desire and imagination plays in success. (1 session)

69485W.....10/21.....6-9 PM.....\$49 MTC 125J. Calhoun

Quickbooks Pro Version 2008**CSFT-8031B**

Learn the software that helps small and medium sized businesses keep their books easily and accurately. Begin with overview and basic file management principles. Learn skills to effectively deal with customers, vendors, and banking transactions. Create your own company file. Using QuickBooks intermediate skills, learn how QuickBooks helps you deal with physical inventory and sales tax. Run payroll and deal effectively with asset, liability, and equity accounts. Work with class, estimate, and time tracking features. Customize reports, create custom templates, and cover the "behind the scenes" details of managing financial data. Textbook required - see page 51. (7 sessions)

69479MWF.....9/14-9/286-9 PM.....\$295 CTR H210E. Schmidt

Call 586.498.4000 or email Continuinged@macomb.edu after completing all required classes to request your Macomb CCE program certificate.



Classes, sponsored in cooperation with MI-SBTDC are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance, by calling 586.498.7420 (South Campus & MTEC) or 586.286.2084 (Center Campus).

ENTREPRENEURIAL OPPORTUNITIES

Start a Janitorial Service

ENTR-8033

Explore what is needed to run a successful janitorial service. Learn how to begin, how to bid on contracts, how to meet insurance requirements, and how to utilize the proper cleaning methods to keep your customers coming back. (2 sessions)

69486TTH10/6-10/86 PM-9 PM\$99MTC 125J. Calhoun
eBay

Basics of Selling on eBay

MNMG-8000

Learn safe, secure and easy basics to become a successful winning bidder and seller on eBay. If you are curious about online auctions, have never sold on eBay, or have a feedback score of 5 or less, this class is for you. If desired, you may bring financial information (checking and credit) to register during class for an eBay or PayPal account. Bidding on eBay is a legally binding contract. You must be at least 18 years of age. (1 session)

69492M10/56-9 PM\$49CTR H210S. Berry
69493W10/216-9 PM\$49MTC 136S. Berry

Beyond The Basics of eBay

MNMG-8001

Prerequisite: Basics of Selling on e-Bay or equivalent experience

Are you ready to take eBay from a hobby to a profitable business? Explore your selling options, discover how to open a virtual eBay store, learn to manage and market your listings, and pack and ship like an expert. Build your business using online selling tools available from eBay and joining an eBay community. For students that have sold one or more items and those with a feedback score of 5 or more. You should have a verified PayPal account. (1 session)

69494M10/196-9 PM\$49CTR H210S. Berry
69495W11/46-9 PM\$49MTC 136S. Berry

Your eBay Store

MNMG-8008

Prerequisite: Beyond the Basics of e-Bay or equivalent experience

Learn how to open and market your e-Bay store. Discover ways to optimize your store for branding and greater profits. You must be at least 18 years old. (1 session)

69496M11/26-9 PM\$49CTR H210S. Berry
69497W11/186-9 PM\$49MTC 136S. Berry