

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.

M.....1/9.....6-7 PMMTEC 124

Certificate in Entrepreneurship

The following classes, sponsored in cooperation with the Small Business and Technology Development Center, 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 WCE Entrepreneur's Certificate is awarded upon completion of the following 7 classes.

Classes may be taken individually or as part of the certificate program

Fundamentals of Starting a Business

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.

94184 W1/11-1/18 6PM-8:55PM\$79MTEC 124 D. Morandini

Business Plan: Your Roadmap to Success ENTR-8013

Develop a comprehensive business plan. 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 46. (6 sessions)

92897MW1/23-2/8 6 PM-8:55 PM\$149MTEC 124 D. Morandini

Accounting for Small Business ENTR-8049

Explore the basics from setting up your books through an overview of accounting principles, processes, and the rules all small business bookkeepers need to know. Understand basic financial statements and how to report income and expenses. Text required, see page 46. (6 sessions)

92907MW2/13-2/29 6 PM-8:55 PM\$149MTEC 124M. Kramer

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)

92898MW3/12-3/19 6 PM-8:55 PM\$99MTEC 124 D. Morandini

Protect Your Small Business ENTR-8003A

Use the law to protect you and your small business and to choose the best legal entity to protect your business from personal liability, unnecessary taxes, and internal or external fights. Taught by an attorney. (1 session)

92896 W3/21-3/21 6 PM-8:55 PM\$79MTEC 124Staff

Financing Your Business ENTR-8045

Prerequisite: Business Plan: Your Roadmap to Success

Explore financing sources for small business and their benefits/drawbacks. Learn how and what to get ready before going to the bank for a loan. Discuss the 5 Cs: Conditions, Capital, Character, Collateral, and Cash Flow. (1 session)

92899 M3/26-3/26 6 PM-8:55 PM\$59MTEC 124 D. Morandini

Taking the Next Steps: Getting Started ENTR-8046

Prerequisite: 6 prior classes

Review and assess your business strategy and identify your next steps. Bring your planner to schedule an appointment with the SBTDC. (1 session)

92906 W3/28-3/28 6 PM-8:55 PM\$59MTEC 124 D. Morandini