

SMALL BUSINESS

BUSC 2381 Financial Management for Small Business

Become a better financial manager of your business. Learn how to “tighten your belt” to weather current economic uncertainty. Re-position your credit and assets to have borrowing capacity when needed. Evaluate your bank’s strength and stability by examining “hidden” government reports. This course includes hands-on activities so that you can implement new savings strategies immediately. By the end of the course, you will be able to:

- create a new spending plan
- track your spending to find extra money
- develop a plan to increase your net worth
- avoid lending pitfalls
- monitor your bank’s soundness and stability

Course Contact/Clock Hours - 4 hrs.

Fee: \$99

Textbook/materials included.

74491	Th	Oct 15	9:00 AM – 1:00 PM	North Run, 134
23690	W	Jan 27	9:00 AM – 1:00 PM	Featherstone, F113

BUSC 2429 Creating Effective Web Sites for Business NEW

This 6-hour course will examine all of the critical factors that must be understood in order to create and maintain an effective business web site. This is a hands-on course in which students will study all aspects of site creation from achieving a return on investment to how to optimize graphics for a web site.

Course Contact/Clock Hours - 6 hrs.

Fee: \$175

Textbook/materials included.

74220	W	Aug 19	9:00 AM – 4:00 PM	North Run, 132
74221	Th	Nov 12	9:00 AM – 4:00 PM	Featherstone, F109
23674	Th	Jan 21	9:00 AM – 4:00 PM	Chester, B126

BUSC 2430 Using Social Media to Grow Your Business NEW

They’re everywhere! Facebook, Twitter, MySpace, YouTube, Linked In ... the list seems endless and ever-growing. Are these programs here to stay? Are they more than playthings? How do you separate fad from trend? And most importantly, how can business take advantage of these technologies in a strategic, cost-effective way? In this hands-on 4-hour course, students will learn about social media marketing as well as creating their own business social media site.

Course Contact/Clock Hours - 4 hrs.

Fee: \$99

Textbook/materials included.

74222	Th	Sep 24	9:00 AM – 1:00 PM	North Run, 132
74223	F	Oct 30	9:00 AM – 1:00 PM	Featherstone, F109
74224	Th	Dec 10	9:00 AM – 1:00 PM	Chester, B126

JER Starting A Business?: How To Develop An Effective Business Plan

You will learn how to develop, analyze and sell an effective business plan for your company or organization. (Contact Hours: 40)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$49

JER The Internet - Applying the Basics to your Business

Conducting business research through the Internet (Contact Hours: 20)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$145

JER Starting and Growing a Business on the Internet

Starting and Growing a Business on the Internet involves many things, many processes. In order to be successful online, there are certain steps that must be followed. (Contact Hours: 24)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER Influence Your Customer to Take Action and Buy

Achieve the right personal “chemistry” throughout the selling process. (Contact Hours: 5)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER How to Build And Maintain Rapport With Your Clients

Learn how to build rapport with your clients and get beyond small talk. (Contact Hours: 10)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER Dramatically Increase Sales With Minor Web Site Changes and Adjustments!

Learn minor web site adjustments that can dramatically increase your bottom line! (Contact Hours: 20)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER The Art of Professional Telephone Communication

Turn your telephone calls into a selling advantage. (Contact Hours: 10)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER How to Make any Event Special

This course explores aspects of event planning. (Contact Hours: 24)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER Payroll Accounting

Learn quickly from an accounting expert how to carry out the entire payroll process. (Contact Hours: 24)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER How to Successfully Manage a Small Business Pay Per Click Advertising Budget

Pay Per Click Marketing Techniques that will save you time and make you money. (Contact Hours: 6)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER Search Engine Marketing Strategies for Small Business Operations - Instructor Led

Let an Search Engine Expert teach you how to quickly obtain top rankings and generate \$\$ for your small business. A Great Value! (Contact Hours: 24)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$99

JER Build Your Own BIZ™ Comprehensive Certificate

Complete, Build Your Own BIZ™ package is a web-based resource of 17 comprehensive modules designed to help you work smarter, stay competitive, and make more money. You can complete your course of study sooner than the time period stated. You will have 1 year access to this course from the day of enrollment. Group discounts available. (Contact Hours: 24)

JER Online www.coursecatalog.com/ccwa Begins Anytime \$325