

## Business Classes on College of Southern Maryland Campuses

The Small Business Development Center offers low-cost training and resources as well as confidential, no-cost counseling to new ventures and existing businesses. For more information, visit: [WWW.SBDCHELP.COM](http://WWW.SBDCHELP.COM) *Funded in part through a cooperative agreement with the U.S. Small Business Administration*

### Building a Successful Business Plan

This program is essential both for the start-up business owner and for the entrepreneur who is preparing to expand a successful business. Seminar leaders will discuss strategic planning, marketing, administration, personnel, finance, and accounting. You will learn to develop an effective business plan to manage your business; to create a marketing action plan that will help you to achieve your sales goals; to prepare financial projections; and to use financial information to make better and more informed decisions. The business plan is the single most important factor in a lender's decision-making process. Make sure your business plan will generate the financing you need and provide the strategies to ensure you will be successful.

**SBC-6260** tuition: \$13 / fees: \$70

**143040** Th 5:30-8:00PM Jul 20&27 CE120- La Plata

**143026** We 5:30-8:00 PM Aug 16&23 PFA204 – Prince Frederick

### Start Right for Success

If you are thinking about starting a business, attend this course for a summary of the business information you need right now. Evaluate your business concept and determine the market potential of your products/services. Gain an understanding of your potential customers. Identify the best type of business organization. Determine your record keeping needs and learn how to create a financial plan. Begin working on the concepts for a business plan. Prepare yourself to effectively use the SBDCs confidential one-on-one counseling to your best advantage.

**SBC-5000** tuition: \$13 / fees: \$42

**143042** We 6:00-8:00 PM Jul 26 C201 – Leonardtown

**143030** Th 5:30-7:30PM Aug 31 Room PFA124 - Prince Frederick

### Financing Your Small Business

Whether you are starting a new business or expanding a successful existing business, it is essential to know the financial sources that are available to you. Evaluate sources of business financing to determine which would best serve your needs. Prepare for the process of securing business financing; identify the lenders considerations in granting credit. Discuss federal, state and local loan/loan guarantee programs. Prepare yourself to work with an SBDC counselor to finalize your business plan and loan application.

**SBC-5020** tuition: \$13 / fees: \$42

**143036** Tu 5:30-7:30PM Jul 11 CE120- La Plata

**143024** Tu 5:30-7:30PM Aug 8 Room PFA204 - Prince Frederick

### Legal and Records Management Issues

Examine the legal challenges each business faces and develop the basis for making informed business decisions to ensure compliance. Consider the various forms of business organization and determine which one is best for your business. Know your rights and liabilities under the law and how to limit risk. Make sure business records meet IRS, state, and other requirements. Understand basic financial statements, profit and loss statements, balance sheets, and other accounting documents and terminology. Develop a tax reduction strategy to support profit development. Know the payment schedules for payroll and sales tax and other applicable business taxes. An attorney will cover the legal issues and answer specific questions. A CPA will present the tax and accounting information and answer specific questions.

**SBC-6500** tuition: \$13 / fees: \$67

**143038** Tu 5:30PM-8:00PM Aug 22 & 29 Room C206- Leonardtown

### QuickBooks

Discover how this user-friendly software program can make small business recordkeeping fast and easy. Alternating lecture and hands-on computer exercises will provide an overview of the many features of QuickBooks. Find out how its applications can streamline business processes. Learn how to create a new company and to work with customer transactions, vendor transactions, and bank accounts, as well as generating basic financial reports and customizing invoices.

**SBC-6370** tuition: \$13 / fees: \$112

**143034** Th 9:00AM-3:00 PM Jul 13 BI102 – La Plata

**143029** Th 9:00AM-3:00 PM Aug 3 Room PFA117 - Prince Frederick

## EFEA 3rd Annual Investment Marketplace July 13, 2017



*Eric Franklin Entrepreneurial Accelerator (EFEA) is an entrepreneurial ecosystem based on six pillars of success, Advocate, Connect, Guide, Thrive, Fund, and Celebrate.*

<https://investmentmarketplace2017.eventbrite.com>

### **QuickBooks Practical Applications – Beyond Basics**

Designed to enhance and enrich the knowledge of current QuickBooks users. Topics include working with inventory, creating estimates, using “classes,” job costing, time tracking, and creating budgets. This hands-on interactive course offers the opportunity to present specific questions and scenarios in order to address your individual QuickBooks needs, as well as the opportunity to interact with peers encountering similar situations.

**SBC-7320** tuition: \$13 / fees: \$112

**143043** Th 9:00AM-3:00PM Aug 24 C201 – Leonardtown

### **Marketing Your Business on the Internet**

In this practical, hands-on course, an e-commerce expert will show you how search engine optimization (SEO) works and how to track your site/s performance using Web analytics. You will understand how to use online advertising, email marketing, and social media (including blogs) to drive business to your Web site. Online class CSM Ed 2 Go Marketing Your Business on the Internet Registration

**SBC-9010** tuition: \$62 / fees: \$77

Jul 12 – Aug 21 Online: Ed2go

### **Small Business Marketing on a Shoestring**

Build your own customized marketing plan step-by-step, discover how to attract your target audiences, entice customers to buy your product or service, and keep buyers coming back for more. Master cost-effective strategies including strategic partnerships, local marketing, search engine optimization, social networking, e-mail marketing, lead generation, and niche marketing success. Get tips on evaluating your tactics, tracking your results, and fine-tuning your approach so it gets better every year. Best of all, the small business marketing strategies you will learn will fit into any budget—and some are even free! Online class CSM Ed 2 Go Marketing on a Shoestring Registration

**SBC-9020** tuition: \$62 / fees: \$77

Jul 12 – Aug 21 Online: Ed2go

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- Individuals with disabilities who require special accommodations in order to participate in the college's instructional programs should notify the learning specialist at least one month before the class begins. Requests made after the deadline will be considered on an individual basis and addressed whenever possible. Special provisions for the handicapped will be available if requested in advance by calling 301-934-7580 or 800-933-9177 x7580.
  - The College of Southern Maryland does not discriminate on the basis of race, color, national origin, gender, disability, age, sexual orientation, religion, or marital status in its programs or activities. The academic support/ADA coordinator, Disability Support Services (Room LR123 at the La Plata Campus, 301-934-7614) has been designated to handle inquiries regarding nondiscrimination on the basis of disabilities. The executive director, Diversity and Equal Opportunity (Room CC208A at the La Plata Campus 301-934-7658) has been designated to handle all other nondiscrimination inquiries.
  - The Maryland SBDC program is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the University of Maryland.