

## Hudson County Consortium for Business Growth & Development - Master Course Offerings List

Event Name	Organization	Date	Cost	Location	Time	Description	Type	Registration Link	Contact Info
<b>Basic Financial Management Courses</b>									
Your Credit and You	HCEDC	May 15, 2019	Free Funded by the HCEDC	Keamy Point	9:30am-12:30pm	Personal credit plays an important role in your business. Sample credit reports will be distributed and reviewed to give you a hands-on experience of interpreting a credit report. In this workshop the following topics will be covered: What are credit scores; How are credit scores calculated; Improving your credit score; and What lenders look for.	In-Person	<a href="https://ucedc.com/events/">https://ucedc.com/events/</a>	Tammy Watterman HCEDC (201) 369-4370
Pricing for Small Business Profitability	HCEDC	August 7, 2019	Free Funded by the HCEDC	Keamy Point	9:30am-12:30pm	This workshop includes activity that helps participants to determine their business' cost structure and how it relates to their current pricing. During this workshop, we will focus on the following: Types of pricing strategies; Finding your break-even price; Determining cost structure; Effect of pricing on your marketing efforts.	In-Person	<a href="https://ucedc.com/events/">https://ucedc.com/events/</a>	Tammy Watterman HCEDC (201) 369-4370
<b>QuickBooks</b>									
Intro to QuickBooks	NJSBDC at NJCU	Jan 16, 2019	Free Funded by NJSBDC & SBA	Keamy Point	11:30am-2pm	Intro to QuickBooks: (Complimentary snacks & beverages provided by: New York Life Insurance) <i>Presented by: Kristin Cavataio, CPA from Presti &amp; Naegele in NYC</i> <b>Agenda:</b> <b>You and Your Business-</b> Set up/Understand Your Financials Have More Control Over Reporting Track Monthly/Yearly Growth <b>Benefits of QuickBooks-</b> Pull Reports with 1-Click Organize Bookkeeping Control Expenses Track Inventory Process Payroll Pay Bills Track Taxes <b>Planning and Preparing</b> Session 1 Quick Books Workshop Series	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
QuickBooks Cloud	HCCC	March 9, 2019 to March 16, 2019	\$99/pp	Journal Square Campus	Two 3-hour Sessions on Sat 9am-12pm	Learn how to efficiently manage the finances of your small business with QuickBooks Online. QuickBooks is one of the most commonly used accounting software programs by business owners, and the online version grants you remote access to all of your files, anytime and anywhere. In this class, you will learn ways to make online accounting more effective and efficient and the pros and advantages of using QuickBooks Online for your business.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
<b>Sales &amp; Marketing</b>									
Basics of Marketing & Sales	NJSBDC at NJCU	March 6, 2019	Free Funded by NJSBDC & SBA	Keamy Point	11:30am-2pm	<b>Basics of Marketing/Sales:</b> This course will take you through strategies and tactics that will help you market and sell the products or services your business offers.  We will go over: Market research & tools Setting up your business for marketing. Setting up your business for sales. Promotion Tactics <b>Sales Tactics</b>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
Social Media for Small Businesses	NJSBDC at NJCU	March 20, 2019	Free Funded by NJSBDC & SBA	Keamy Point	11:30am-2pm	<b>Social Media for Small Businesses:</b> This course will take you through strategies and tactics that will help you market and sell the products or services your business offers.  We will go over: Planning your Social Media strategy Creating engaging and creative content Engaging with your customers and clients Analyze your results to improve your strategy and tactics <b>and MORE!</b>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
Basics of Marketing & Sales	NJSBDC at NJCU	May 15, 2019	Free Funded by NJSBDC & SBA	Jersey City Hall	11:30am-2pm	<b>Basics of Marketing/Sales:</b> This course will take you through strategies and tactics that will help you market and sell the products or services your business offers.  We will go over: Market research & tools Setting up your business for marketing. Setting up your business for sales. Promotion Tactics <b>Sales Tactics</b>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
<b>Franchising</b>									

	Purchase a Franchise	NJSBDC at NJCU	April 3, 2019	Free Funded by NJSBDC & SBA	North Bergen Library	11:30am-2pm	<p>Purchasing a Franchise: This course will take you through steps of becoming a business owner through a franchise, how to find opportunities, funding, and more.</p> <p>We will go over:</p> <ul style="list-style-type: none"> <li>Benefits of business ownership</li> <li>Choosing the RIGHT franchise</li> <li>Leveraging current skills and knowledge</li> <li>Raising capital and investing in a franchise</li> <li>Low-cost/Home based Franchise opportunities</li> <li>Resources and support from the SBA and SBDC</li> </ul>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
<b>Business Start-ups</b>										
	Starting A Business	NJSBDC at NJCU	February 6, 2019	Free Funded by NJSBDC & SBA	Keamy Point	11:30am-2pm	<p><b>How to Start a Business:</b> This workshop is directed to the entrepreneur at the conceptual stage.</p> <p>We will discuss:</p> <ul style="list-style-type: none"> <li>Personal and business assessment process</li> <li>Basics of a business plan</li> <li>How to finance the business</li> <li>An introduction to different business entities</li> <li>Certifications that can help businesses grow and MORE!</li> </ul>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
	Accounting Fundamentals I	HCCC	February 13, 2019 March 13, 2019	\$115/pp	Online	24 hours	Gain a marketable new skill by learning the basics of double-entry bookkeeping, financial reporting and more. You'll learn the basics of double-entry bookkeeping, as well as how to analyze and record financial transactions. You'll get hands-on experience with handling accounts receivable, accounts payable, payroll procedures, sales taxes, and various common banking activities. We'll cover all the bases, from writing checks to preparing an income statement and closing out accounts at the end of each fiscal period. Whether you're a sole proprietor looking to manage your business' finances or you simply want to gain an understanding of accounting basics for career advancement or for personal use, this course will give you a solid foundation in financial matters. (Ed2Go)	Online (Facilitator)	<a href="https://www.ed2go.com/hccc/">https://www.ed2go.com/hccc/</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Accounting Fundamentals II	HCCC	February 13, 2019 March 13, 2019	\$115/pp	Online	24 hours	Give yourself skills that are in high demand by exploring corporate accounting with a veteran instructor. While it is true that accounting professionals are scarce, those with corporate accounting experience are even more rare. This course will build on the knowledge you gained in online Accounting Fundamentals course (or another introductory accounting course) to provide you with a solid understanding of corporate accounting practices. In Accounting Fundamentals II, you'll explore such topics as special journals, uncollectible accounts receivable, plant assets, depreciation, notes and interest, accrued revenue and expenses, dividends, retained earnings, and various financial reports for corporations. If you're interested in increasing your financial awareness and accountability while also gaining a marketable skill, this is the course for you. (Ed2Go.)	Online (Facilitator)	<a href="https://www.ed2go.com/hccc/">https://www.ed2go.com/hccc/</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Writing A Winning Business Plan	NJSBDC at NJCU	February 20, 2019	Free Funded by NJSBDC & SBA	Keamy Point	11:30am-2pm	<p><b>How to Write a Winning Business Plan:</b> This course will take you through the step-by-step process of developing a business plan from A to Z.</p> <p>We will go over:</p> <ul style="list-style-type: none"> <li>Executive Summary</li> <li>Problem &amp; Solution</li> <li>Products or Services</li> <li>Target Market</li> <li>and MORE</li> </ul>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>
	Urban Entrepreneurship	HCCC	March 19, 2019 to March 21, 2019	\$99	Journal Square	Two 3-hour Sessions on Tues/Thurs 6-9pm	This course is for those people interested in launching a business in an urban setting. This program will focus on the special challenges specific to those doing business in metropolitan locations. Among the topics covered will be: facilities, staffing, branding, marketing, and solutions to big city business problems.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Introduction to Entrepreneurship	HCEDC	April 10, 2019	Free Funded by the HCEDC	North Bergen Public Library	6:00pm-8:00pm	We will guide you through the planning process and introduce you to the tools you'll need to start and grow your business. You'll be better prepared to: Determine if you have what it takes to be a business owner; Assess the feasibility of your business idea; Conduct market research, business planning, and financial projections.	In-Person	<a href="https://ucedc.com/events/">https://ucedc.com/events/</a>	Tammy Watterman HCEDC (201) 369-4370
	QuickBooks 2018 Certification Beginner (Part 1)	HCCC	April 13, 2019 to May 18, 2019	\$299/pp	Journal Square Campus	Six 5-hour Sessions on Saturdays 9:00 am - 2:00 pm	<p>Become a QuickBooks Certified User with Hudson County Community College! This two-part national certification program benefits bookkeepers, accountants, and financial professionals by giving those with no prior QuickBooks experience a deeper understanding of this industry standard software. Prior knowledge of accounting principles required.</p> <p>In Part I, students explore the basics of QuickBooks including creating companies, working with vendors and customers, banking, and customization.</p>	In-Person	<a href="http://www.hccc.edu/continuingeducation">http://www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Starting A Business	NJSBDC at NJCU	April 17, 2019	Free Funded by NJSBDC & SBA	Jersey City Hall	11:30am-2pm	<p><b>How to Start a Business:</b> This workshop is directed to the entrepreneur at the conceptual stage.</p> <p>We will discuss:</p> <ul style="list-style-type: none"> <li>Personal and business assessment process</li> <li>Basics of a business plan</li> <li>How to finance the business</li> <li>An introduction to different business entities</li> <li>Certifications that can help businesses grow and MORE!</li> </ul>	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	<a href="mailto:sbdc@njcu.edu">sbdc@njcu.edu</a>

	Writing A Winning Business Plan	NJSBDC at NJCU	May 1, 2019	Free Funded by NJSBDC & SBA	Jersey City Hall	11:30am-2pm	How to Write a Winning Business Plan: This course will take you through the step-by-step process of developing a business plan from A to Z.  We will go over: Executive Summary Problem & Solution Products or Services Target Market and MORE	In-Person	<a href="http://www.sbdchudsoncounty.com/training/">www.sbdchudsoncounty.com/training/</a>	sbdc@njcu.edu
	Entrepreneurship 101	HCEDC	June 5, 2019 to July 17, 2019	\$225/pp	North Bergen Public Library	9:30am-12:30pm	This is a six-week course. Individuals that should attend are contemplating starting a business, those looking for more information on assessing their ideas, and early stage business owners looking to add more structure and understanding. Topics covered in this class include: Guidelines to start your business; Legal structures for your business; Developing a business plan; Conducting effective business research; Develop cost, revenue and cash flow projections. *Special offer for Hudson County residents only! Get 100% of your registration fee back when you complete the workshop.	In-Person	<a href="https://ucedc.com/events/">https://ucedc.com/events/</a>	Tammy Watterman HCEDC (201) 369-4370
	QuickBooks 2018 Certification Advanced (Part 2)	HCCC	June 15, 2019 to July 20, 2019	\$399/pp	Journal Square Campus	Six 5-hour Sessions 9:00 am - 2:00 pm	Become a QuickBooks Certified User with Hudson County Community College! This two-part national certification program benefits bookkeepers, accountants, and financial professionals by giving those with no prior QuickBooks experience a deeper understanding of this industry standard software. Prior knowledge of accounting principles required.  Part II covers inventory, payroll, and the accounting cycle. Prerequisite: Significant prior experience with QuickBooks. Students who have significant prior experience with QuickBooks are encouraged to enroll directly in the advanced certification class. Students will be ready to take the QuickBooks certification exam after completing Part II.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
<b>Excel for Business/Finance Professionals</b>										
	Intermediate Excel	HCCC	February 13, 2019 to February 27, 2019	\$119/pp	Journal Square Campus	Three 3-hour Sessions 6-9pm	Many people use Excel at home or at work, but many are not utilizing all its benefits. This quick course is designed to help you maximize productivity by learning some essential, intermediate Excel functions. Students will learn how to create basic formulas, create tables, group, sort, and filter data, use VLOOKUP, and create pivot tables. Please note: this class is not designed to prepare the student for certification as a Microsoft Office Specialist.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
<b>OTHER OFFERINGS—PLEASE LIST HERE</b>										
	Infographics	HCCC	January 28, 2019 to January 30, 2019	\$119	Journal Square Campus	Three 2-hour Sessions on Mon/Tues/Wed 6-8pm	Boost your career by learning how to visually present data in a clear, effective manner. In this infographics course, students will explore approaches and concepts in technical illustration and infographics. Working with a skilled illustrator, students will learn methods for creating instructional illustrations that seamlessly communicate messages to diverse audiences.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Mastering Public Speaking	HCCC	February 20, 2019 to February 27, 2019	\$60	Journal Square	Two 3-hour Sessions on Wed 6-9pm	Speaking to an audience can be very stressful and frightening. The ability to speak in public is a skill that needs to be developed and sharpened. Whether we are at a job interview for the dream job, networking, leading a short or long presentation or speaking in a classroom, communicating clearly leaves the best impression. In this class you will learn to captivate and engage your audience, cope with your nerves, deliver your message with clarity and confidence, use verbal and nonverbal communication effectively, and walk away with extra tips to break those public speaking barriers.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Storytelling for Business	HCCC	February 5, 2019 to February 12, 2019	\$119	Journal Square	Two 3-hour Sessions on Tues 6-9pm	How well you communicate can make or break your professional career. It directly influences how others view your work and performance—as well as your prospects for career advancement and mobility. "Storytelling" is not a skill generally taught in business communications courses, but it can be the most valuable skill in the office, the boardroom or on a job interview. Stories make us experience information, as opposed to just consuming it. In 2018, the ability to stand before an audience in whatever the setting, and communicate in a clear, concise and compelling manner has never been a more valuable skill.	In-Person	<a href="http://www.hccc.edu/continuingeducation">www.hccc.edu/continuingeducation</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
	Introduction to Microsoft 2019/Office 365	HCCC	February 13, 2019 March 13, 2019	\$129/pp	Online	24 hours	Introduction to Microsoft Excel 2019 includes new text and images based on the Excel 2019 update. Not only will you learn informative content, but you will also be able to track your progress with learning objectives, test your knowledge of key concepts with quizzes, and reinforce important terms with flashcards. You will learn the secrets behind writing powerful formulas, using functions, sorting and analyzing data, designing custom charts and graphs, creating three-dimensional workbooks, building links, and creating macros and custom toolbar buttons. You will also be introduced to Excel 2019's powerful charting capabilities and features like Quick Analysis and Flash Fill. When you finish the course, you will feel at ease creating worksheets and utilizing Excel's many features.	Online (Facilitator)	<a href="https://www.ed2go.com/hccc/">https://www.ed2go.com/hccc/</a>	Clara Angel (201) 360-4647 cangel@hccc.edu
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