



## Small Business Center

# Spring 2010 Class Schedule

The Small Business Center is a community service of WCTC, offering credit and non-credit courses designed to help start-up and emerging small business owners succeed. For more information about our free and low cost courses/services, please visit [www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness) or call 262.695.3468.

### Small Business Certificate

Students can obtain a certificate or choose individual courses only.

The Small Business Certificate consists of the following eight (8) required non-credit courses (identified by an asterisk) essential to small business success.

- \*145-400A Organize Business Finances
- \*145-401 Understanding Business Taxes
- \*145-404 Business Tax Deductions
- \*145-450 Start Your Own Business or \*145-449 Intro to Entrepreneurship
- \*145-463 Small Business Insurance
- \*145-465 Develop Your Own Business or \*145-460 Business Plan Development
- \*145-472 Law for Business Owners
- \*145-485 Marketing for Small Business

### Small Business Certificate Scholarship

Small Business Certificate recipients are automatically awarded a \$100 scholarship. The scholarship is designed to encourage every entrepreneur to commit to a well-rounded education by completing the Small Business Certificate. Scholarships are subject to available funding and will be mailed with your Certificate. Scholarships are not currently available to Small Business Marketing Certificate recipients.

### Small Business Marketing Certificate

Learning how to effectively market a product/service is critical to the success of every small business venture, including yours. If you're a great marketer, your business can't help but thrive. If you're not, your business likely won't survive, quickly becoming just another statistic. The Small Business Marketing Certificate consists of the following four (4) courses designed to help you learn the tips, secrets and strategies to online and offline marketing success.

- 145-409A Online Marketing Strategies
- 145-416 Master the Art of Networking
- 145-417 Social Media for Business
- 145-485 Marketing for Small Business

### How to Apply

A minimum of one semester of part-time study is needed to obtain either certificate with attendance at 75% of all class meetings required to qualify. Courses may be completed in any order and there are no prerequisites. Upon completing the certificate courses, contact the Manager of the Small Business Center at 262.695.3468 to apply. The ability to complete a full certificate may be affected by low enrollment.

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### FaSTart Workshop

#### 145-445 FaSTart Workshop

Get the step-by-step guidance needed to launch a new venture in this 4-hour informal workshop designed to give the step-by-step guidance needed launch a new venture. Meet other entrepreneurs who are trying to get their small business off the ground and learn the "ropes" from an expert that can answer: What are the differences between LLC's and Corporations? What licenses and permits are needed? Is a business plan needed? Is financing available? What other resources are available? Every aspiring entrepreneur should attend the basic FaSTart Workshop plus the courses in the Small Business Certificate program.

CRN	Starts	Ends	Days	Time	Place	Cost
21529	01/05	01/05	T	05:30-09:25P	C-021	\$14.14
21530	01/20	01/20	W	01:30-05:25P	C-021	\$14.14
21531	02/03	02/03	W	05:30-09:25P	C-021	\$14.14
21532	02/23	02/23	T	05:30-09:25P	C-006	\$14.14
21533	03/25	03/25	R	01:30-05:25P	C-006	\$14.14
21534	04/06	04/06	T	05:30-09:25P	C-006	\$14.14
21535	04/22	04/22	R	01:30-05:25P	C-006	\$14.14
21536	05/04	05/04	T	05:30-09:25P	C-006	\$14.14
21537	05/20	05/20	R	01:30-05:25P	C-006	\$14.14

### Small Business – General/Overview

#### \*145-449 Intro to Entrepreneurship

This interactive on-line course helps students gain the skills and strategies relevant for start-up and early-stage entrepreneurs. Students experience many aspects of entrepreneurship from determining their personal vision to conducting basic market research to connecting the various pieces of the small business puzzle. Students may register and begin this course at any time during the semester, but all course requirements must be completed by the last day of the semester. After registering, please contact instructor Russ Roberts at 262.695.3468 or [rroberts@wctc.edu](mailto:rroberts@wctc.edu) to receive course materials.

CRN	Starts	Ends	Days	Time	Place	Cost
21538	01/15	05/15	INTERNET		INTR	\$59.63

#### \*145-450 Start Your Own Business

Gain practical information that will help potential small business owners better understand what it takes to start and successfully manage a small business. Topics include marketing, business plans, accounting, government requirements and insurance. Following completion of this course, enrollment in course 145-465 Develop Your Own Business is highly recommended.

CRN	Starts	Ends	Days	Time	Place	Cost
21539	01/18	02/22	M	06:30-09:25P	B-140	\$54.70

# Small Business Center

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## Small Business – Business Planning

### \*145-460 Business Plan Development

A business plan is a roadmap that shows how to move a business forward on the road to success and open doors to a loan. This class will present the outline of the business plan and guide you in the procedures to complete the plan.

CRN	Starts	Ends	Days	Time	Place	Cost
21542	03/23	04/13	T	06:30-09:25P	B-140	\$39.49

### \*145-465 Develop Your Own Business

Research business ideas and develop a complete business plan. Some work outside of class will be required. At the end of the course students will have the opportunity, if they desire, to present their business plan to a panel of experts for evaluation. Basic computer skills recommended. Text required, but do not purchase prior to attending the first class.

CRN	Starts	Ends	Days	Time	Place	Cost
21544	02/09	05/04	T	06:30-09:25P	B-040	\$105.40

*Will not meet Spring Break week, 3/16/10.*

## Small Business – Accounting/Taxes

### 103-494 QuickBooks Pro/2008

Using Quickbooks Pro software, learn the features of the program to run a small business. Explore the software program to manage bank accounts, accounts receivable and accounts payable, budgeting, payroll, collections, invoicing, and financial reports. Inventory management and purchase orders will also be covered. Students should be computer literate and be comfortable working in a Windows environment. Text required.

CRN	Starts	Ends	Days	Time	Place	Cost
21514	01/20	04/07	W	01:30-04:25P	B-012	\$95.26
21516	01/21	04/08	R	01:30-04:25P	B-012	\$95.26
21518	01/19	04/06	T	06:30-09:25P	B-012	\$95.26

*Will not meet Spring Break week, 3/15/10.*

### \*145-400A Organize Business Finances

Learn how to set up a business financial system including establishing a system of checks and balances for the business and organizing a proper filing system to keep the business out of trouble. Understand the terms and procedures of computerized bookkeeping systems as well as the basics of bookkeeping without being an accountant.

CRN	Starts	Ends	Days	Time	Place	Cost
21519	03/01	04/12	M	06:30-09:25P	B-130	\$54.70

*Will not meet Spring Break week, 3/15/10.*

### \*145-401 Understanding Business Taxes

Local, state and federal taxes, including payroll taxes, pertaining to small business will be discussed. Necessary forms and locations of offices for tax information will also be provided.

CRN	Starts	Ends	Days	Time	Place	Cost
21521	04/22	04/29	R	06:30-09:25P	B-140	\$24.28

### \*145-404 Business Tax Deductions

Successful entrepreneurs never miss an opportunity to capitalize on business tax deductions. Maximize net profits by understanding legal deductions. Learn how to capture every legal business deduction available while avoiding the typical mistakes that are the downfall of many entrepreneurial ventures. Gain the confidence to stay compliant with these complex governmental regulations.

CRN	Starts	Ends	Days	Time	Place	Cost
21522	01/21	01/28	R	06:30-09:25P	B-140	\$24.28

### 145-405 Financial Statement Analysis

The balance sheet, income statement and cash flow statement are vital instruments in the operation of a small business. Learn to interpret these financial statements to help make better business decisions.

CRN	Starts	Ends	Days	Time	Place	Cost
21523	02/17	03/10	W	06:30-09:25P	B-140	\$39.49

## Small Business – Legal/Insurance

### \*145-463 Small Business Insurance

Insurance coverage for a small business is often misunderstood or overlooked. Protect your business by making yourself aware of the various types of needed insurance. These coverages will include property, casualty, liability and employee.

CRN	Starts	Ends	Days	Time	Place	Cost
21543	04/15	04/15	R	06:30-09:25P	B-140	\$14.14

### \*145-472 Law for Business Owners

Explore legal principles for small business including explanations of corporations, limited liability companies, partnerships, S corporations and sole proprietorships. Business operations such as direction and collections, business continuity planning and basic business contract law, purchasing a business, franchises and employment considerations will also be discussed.

CRN	Starts	Ends	Days	Time	Place	Cost
21545	03/24	04/14	W	06:30-09:25P	B-140	\$39.49

## Small Business – Marketing/Sales

### 145-409A Online Marketing Strategies

Small business owners will learn how to creatively leverage various on-line marketing tools and techniques to generate increased traffic to their web site, improve customer satisfaction and integrate on-line marketing with other off-line marketing initiatives.

CRN	Starts	Ends	Days	Time	Place	Cost
21524	04/29	05/06	R	06:30-09:25P	B-130	\$24.28

### 145-416 Master the Art of Networking

Mastering the art of networking and referral generation is critical to the success of any small business. Learn to become a proactive networker with the confidence to communicate effectively in all situations. Explore word-of-mouth marketing strategies, discover why customers and friends are great sales agents and discover how to tap into an existing network of contacts that can immediately propel business growth.

CRN	Starts	Ends	Days	Time	Place	Cost
21526	05/03	05/10	M	06:30-09:25P	B-140	\$24.28

### 145-417 Social Media for Business

Gain a detailed understanding of social networking tools and how to use them to strengthen a brand, drive traffic to a website and grow a business. Students will create profiles on three of the most widely used social networking sites: Twitter, LinkedIn and Facebook. They will also set up a blog. Through classroom instruction, homework assignments and case studies, students will learn the basics of how social networking and social media marketing can be one of the most cost effective ways available today to increase the bottom line.

CRN	Starts	Ends	Days	Time	Place	Cost
21043	04/20	05/11	T	06:30-09:25P	B-071	\$39.49

# Small Business Center

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### \*145-485 Marketing for Small Business

What is marketing? How can a business find customers? What will convince them to buy? How much will it cost to market? Gain an understanding of the critical nature of marketing and the techniques required to develop a marketing plan.

CRN	Starts	Ends	Days	Time	Place	Cost
21547	04/21	05/12	W	06:30-09:25P	B-140	\$39.49

### Small Business – Specialty

#### 145-414 Financing Your Small Business

Whether you are looking to start a small business venture or expand an existing one, finding the necessary capital to achieve your goals is a critical factor. Learn about the variety of financing options available to small business owners and gain valuable insight into which options might be best suited for your business needs. Meet representatives from traditional as well as alternative financing sources and make the financing connections you need to begin the critical process of capitalizing your small business.

CRN	Starts	Ends	Days	Time	Place	Cost
21525	01/27	02/03	W	06:30-09:25P	B-095	\$24.28

#### 145-457 Small Business Survival Skills

Learn more about the finer points of communication, from making a good first impression to confronting appropriately. Also explore group dynamics, navigate the intricacies of written communications (including email etiquette), and hone time management and individual presentation skills. Students will have the chance to discuss their own personal challenges and explore strategies to overcome them.

CRN	Starts	Ends	Days	Time	Place	Cost
21541	04/27	05/04	T	06:30-09:25P	B-140	\$24.28

#### 145-477 Ultimate Retirement Workshop

What will happen as baby boomers flood into the nation's largest entitlement programs: Social Security, Medicare and Medicaid? How financially prepared will Boomers be for their retirement years? Join this fast-paced, interactive, multi-media workshop and learn the facts and explore strategies for dealing with the crisis head-on.

CRN	Starts	Ends	Days	Time	Place	Cost
21546	03/04	03/11	R	05:30-08:25P	B-140	\$24.28

### 145-487 Small Business Website Design

Geared for entrepreneurs with no formal website design experience, students will learn from examples what makes good website design such as optimizing page layout and selecting the right colors and designs. Different software and low-cost tools used to create professional looking websites will also be discussed. Participants will not be creating an actual website in class.

CRN	Starts	Ends	Days	Time	Place	Cost
21548	02/04	02/11	R	06:30-09:25P	B-140	\$24.28

#### 145-497 eBay: Selling Basics

Learn how to open a Seller Account, do research and create Listings, improve Listings with better descriptions and photography, set pricing, open and use a PayPal account, monitor Listings and complete transactions. Take this first step towards mastering eBay. Text required but may only be purchased by students officially registered for the course.

CRN	Starts	Ends	Days	Time	Place	Cost
21549	04/05	04/12	M	06:00-08:55P	B-140	\$24.28
21550	04/19	04/26	M	06:00-08:55P	B-140	\$24.28

#### 145-498 eBay: Beyond the Basics

Geared for students who occasionally sell on eBay and have mastered the basics, this course will move to the next level. Explore how to start and/or grow an eBay-based business, choose the right Listing format, create compelling Listings, use eBay Listing Tools, market your eBay business, manage your Listings, pack and ship inventory, process online payments using PayPal and more! Text required but may only be purchased by students officially registered for the course.

CRN	Starts	Ends	Days	Time	Place	Cost
21551	05/03	05/10	M	06:00-08:55P	PWK	\$24.28



### For More Information

Small Business Center  
Waukesha County Technical College  
College Center  
800 Main Street, Pewaukee  
262.695.3468  
[www.wctc.edu/smallbusiness](http://www.wctc.edu/smallbusiness)

### How to Get Started

Registration begins November 17, 2009 for credit classes and November 19, 2009 for non-credit classes.

- Web registration at [www.wctc.edu](http://www.wctc.edu)
- Operator assisted registration 262.691.5578  
Monday–Thursday 8:00 a.m. – 6:00 p.m.  
Friday 8:00 a.m. – 4:00 p.m.

- Walk-in registration – WCTC College Center, C-019  
800 Main Street, Pewaukee  
Monday–Thursday 8:00 a.m. – 6:00 p.m.  
Friday 8:00 a.m. – 4:00 p.m.

For directions to WCTC, visit [www.wctc.edu](http://www.wctc.edu) or call 262.691.5463.



## Small Business Center

# Helping Small Business Dreams Come True

The WCTC Small Business Center is dedicated to providing technical assistance to start-up entrepreneurs and existing small business ventures. Staffed by experienced, real-world professionals, the Center is located on WCTC's main Pewaukee campus in the College Center.

### Free One-on-One Counseling

Get expert help navigating the complexities of the business world. We can help to shorten the learning curve and increase your chances of success.

### Low-cost Small Business Educational Courses

Take just one class or an entire series of classes that lead to a Small Business Certificate. Knowledge is a critical component to success. Take the time now to establish a firm foundation. The future of your business is too important to risk. Certificate recipients are now automatically awarded a \$100 scholarship.

### FaStart Workshop

Attend a four hour workshop designed to teach you how to get your small business started the right way and receive a comprehensive information packet filled with resources to help you get your business off the ground.

### Business Plan Express

Need to write your business plan right away but do not have time to attend a course? Business Plan Express is your quick, inexpensive solution for preparing a well-written plan under the expert guidance of a business planning professional.

### Technical Assistance Program

High quality, experienced strategic partners assist you in marketing material design, website development, business plan creation/polishing, QuickBooks consulting and more...all at affordable rates.



### Success Mentor Program

Links experienced mentors with start-up or established entrepreneurs who recognize the benefits of a synergistic approach to business building. Mentoring is all about establishing a deeper, long-term relationship with industry-specific experts, who can help guide you, answer your complex questions and keep you pointed in the right direction...with your success being the ultimate goal!

### Take a Professional to Lunch Program

Access our exclusive network of community-oriented professionals who have agreed to meet with start-up, emerging and established small business owners over lunch to discuss topics of interest and answer business-related questions. No sales pitches...and no vague answers. We have one goal in mind...to provide you with the insight and guidance you need to propel your business forward.

### Small Business Connections Networking Group

Connect quarterly with other entrepreneurs to build support networks, mentorships and friendships while you are starting or growing your business. Members participate in the annual Micro Entrepreneur Expo to help fund scholarships for WCTC Small Business certificate students.

### Women Entrepreneurs' Speaker Series

Attend a series of short educational luncheon meetings (three per year) to address the variety of unique challenges women entrepreneurs face as they start and grow small business ventures. Come ready to learn and expand your network!

### Wisconsin Entrepreneurs' Network (WEN)

Gain access to an integrated statewide support network for entrepreneurs in all industries and developmental stages. For more information, visit [www.wenportal.org](http://www.wenportal.org).

*"We have been very impressed with the services at WCTC and hope that more people are encouraged to use the abundant resources available at the college. We have no doubt that with the help of the Small Business Center, we will achieve our goals."*

Landy Brown and Nancy Showers  
The Fabric Gallery, Oconomowoc

**WCTC** 

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Waukesha County Technical College

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