

# BUSINESS & INDUSTRY

## Access The Global Business Advantage at Bergen Community College



PROVIDING A FULL RANGE OF RESOURCES AND SERVICES  
TO SUPPORT THE NEEDS OF BUSINESS.

- professional training
- business planning and consulting
- workforce readiness
- marketing services
- retail skills development
- conference and meeting facilities

### TRAINING FOR BUSINESS AND INDUSTRY

Thinking about your company's success? We link training to your business strategy and we bring the training to you!

We can offer business and industry specialists in customized training programs developed to meet your specific needs – either at your facility or ours.

Did you know that your employees are your most important assets? Of course you do! That's why it is so necessary for them to be well armed with the latest in business technology and techniques. You need people with business savvy that can improve your bottom line – help give you the competitive edge.

We provide the tools and the consultants needed to assist your employees in helping you keep ahead of the competition. Improve productivity, increase profitability and sharpen technical, problem-solving and communication skills.

We can assess skills and train new employees or upgrade the skills your employees already have. We may be able to assist you in securing grant funding to underwrite the cost of training.

We have a full staff of professional consultants to customize and tailor programs specifically for you. Our trainers and consultants are experts in adult learning and have extensive experience in the corporate training environment. We can provide organizational development consulting to ensure that training is strategic and practical.

Our customized materials will support your particular objectives and goals. Our integrated approach is designed to analyze your environment, work with you to formulate strategic training goals and provide training to keep your company profitable.

To register, call: (201) 612-5300 • [www.bergen.edu/continuing](http://www.bergen.edu/continuing)

# BUSINESS & INDUSTRY

## CENTER FOR CUSTOMIZED CORPORATE TRAINING

### **Offering service-oriented, comprehensive solutions**

We draw upon the expertise of professional business practitioners and facilitators who specialize in corporate learning and development. Using proven training curriculum and techniques, our staff is able to offer flexible, customized solutions at a competitive price. Our services include:

- Needs Assessment
- Customized Training Solutions
- Follow-up Evaluations and Recommendations
- Assistance with Department of Labor and Workforce Development Grant applications

**The School of Continuing Education, Corporate & Public Sector Training has the answers.** To address the needs of our clientele, we have developed a spectrum of programs in these key strategic areas. Some of the training programs we offer are listed below; however, there are many more available.

### **Specialty areas include, but are not limited to:**

Leadership Skills	Sales	Communication
Management	Six Sigma	Computer Skills
Performance Management	Team Building	Customer Service
Interpersonal Skills	Basic Math and other Math	English as a Second Language (ESL)
Conflict Resolution	Basic Skills	Project Management
Diversity	(Reading, Writing & Grammar)	Sexual Harassment
Goal Setting	Basic Supervision	Strategic Planning
Presentation Skills	Business Writing	Time Management
Train-the-Trainer	Executive Coaching	Women in Leadership & Keynote Speakers

### **Recent Clients:**

Crestron	Lundbeck Research USA, Inc.	Stryker Orthopaedics
Estee Lauder	Mannkind Corporation	TEVA Pharmaceuticals, Inc.
Forest Research Institute, Inc.	Pfizer, Inc.	Thermo Fisher Scientific
Genzyme	Pitney Bowes	Triangle Manufacturing Co., Inc.
Kraft Foods, Inc.	Scientific Design Company, Inc.	United Water/Suez
Kreisler Manufacturing Corp.	SEIU	Valley Hospital System
Lonza, Inc.	SK Life Science	Whole Foods Market

The Corporate & Public Sector Training department has a full staff of professionals to customize and tailor programs specifically for your company's needs. Our trainers are experts in adult learning and have extensive experience in the corporate training environment. We can provide organizational development consulting to ensure that training is strategic and practical.

Since we are a public institution, you may find us to be a cost-effective way to incorporate training into your business strategy. We would welcome the opportunity to discuss this and other services that can support your training efforts.

## **NJ COMMUNITY COLLEGE CONSORTIUM FOR WORKFORCE & ECONOMIC DEVELOPMENT**

Are you unhappy with the basic skills that entry-level employees bring to their jobs? The New Jersey Business and Industry Association (NJBIA), the New Jersey Department of Labor (LWD) and the New Jersey Community College Workforce Consortium (NJCCWC) has partnered to offer "The Basic Skills Workforce Training Program." As a full partner of the NJCCWC, Bergen Community College's School of Continuing Education, Corporate & Public Sector Training department is offering programs to assist employers in upgrading the basic skills of their employees, thus improving productivity. Programs are offered at our campus sites or can be conducted at your business location. All consortium courses are offered in conjunction with the Department of Labor and are presented at no cost to members of the local Chambers of Commerce or the New Jersey Business & Industry Association.

We look forward to working with you...

### **Call today to schedule a meeting or to learn more about our services to business!**

Ronald McKnight, Business Development Manager,  
School of Continuing Education, Corporate & Public Sector Training  
(201) 612-5300 or rmcknight@bergen.edu

For a unique Customized Training Opportunity at the Buehler Challenger & Science Center, please see last page of this catalog.

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## BUSINESS & INDUSTRY

### Certificate in Administrative Professional Program

This program provides computer instruction with training in business and communication skills to prepare you to succeed as an administrative professional in today's office environment.

Join the Administrative Professional Certificate Program if:

- You never worked in an office environment before
- You would like to pursue employment as an administrative professional
- You need to learn computer and office skills

Start with the basics in Microsoft Word, Excel, PowerPoint, and Access, as well as learning to use e-mail and the Internet effectively. Topics include: time management and organization strategies, proper office communication form and procedure, exceptional customer service delivery, meeting and travel planning, filing and information management, and the nuts and bolts of managing an office. Create customized resumes and cover letters and practice interviewing techniques.

#### **CD 558 Administrative Professional Certificate Program**

48 sessions; 240 hours; \$3,750

*Offered in Fall, 2012*

#### **BI 673 Government Contract Workshop: Contracting Opportunities for Small Business**

2.5 hours; \$25

001, Th.; February 9, 2012

**Hours:** 9:30 a.m.-12:00 p.m.

**Location:** E-112

002, Th.; May 10, 2012

**Hours:** 9:30 a.m.-12:00 p.m.

**Location:** E-112

003, Th.; June 21, 2012

**Hours:** 9:30 a.m.-12:00 p.m.

**Location:** E-112

This course is the next step for business owners who want to expand their marketing efforts beyond their current customer base.

Defense Procurement Center will help your firm market to government agencies, such as DOD, EPA, DOE, schools, post offices, local municipalities, as well as large businesses such as IBM, Lockheed and the casinos. Learn about tools such as Small Disadvantaged Business/8a, Hubzone, Service Disabled Veteran-Owned Small Business or Minority/Women Certifications that will give your business a marketing edge. You will receive a listing of small business specialist at various agencies and large businesses so you can avoid the "cold call" since these individuals are tasked to assist you. The Center will bid match you free of charge so that you will discover who is buying your goods or services, and we will assist in the review of bidding opportunities. Free handouts will be provided.

**Instructor:** Dolcey E. Chaplin, Esq.

**Instructor's Bio:** Dolcey E. Chaplin, Esq. is the Director of the NJIT Procurement Assistance Center. The state-wide Center assists small, woman and disadvantaged-owned businesses in obtaining federal contracts with particular emphasis on Department of Defense in both the prime and subcontract arena. Dolcey is a nationally recognized expert in the various socio-economic certification programs that exist on the state and federal level.

## BUSINESS & INDUSTRY

### BUSINESS AND CAREER TOOLS

#### **BI 718 Twenty Ways to Earn Residual Income**

1 session; \$25

001, Sat., April 28, 2012

**Hours:** 9:00-12:00 p.m.

**Location:** E-112

Do you earn income on a residual basis, or do you make money the old-fashioned way from linear income? Residual income means you continue to earn money for a long time—sometimes decades—after the activity that first generated the income. Numerous methods are available for business owners, employees, professionals, and people who are “between jobs,” to bring in residual income. Discover these cash flow sources, and find out how and why you need the same advantage. Uncover 20 different ways to generate residual income including the financial markets, real estate, home-based businesses, internet and a whole lot more!

**Instructor:** James W. Farnham, MBA, MS

### MARKETING

#### **BI 726 Marketing Fundamentals**

3 sessions; \$85

001, Wed.; February 1, 8 & 15, 2012

**Hours:** 7:00-9:00 p.m.

**Location:** TBA

This course is for anyone who wants to learn more about marketing. We cover basic marketing concepts and discuss how companies and non-profits decide where and how to market to their prospects and clients. Learn about the creative process, market trends, social media, and low-cost, high impact marketing techniques being used today.

**Instructor:** Robin Altman, President, The Altman Group, Inc.

#### **BI 730 Playing Nicely in the Sandbox: Customer Service Skills**

1 session; \$45

001, Wed.; February 29, 2012

**Hours:** 7:00-9:00 p.m.

**Location:** TBA

It can take a long time to get a new customer or client, but only a minute to lose him through poor customer service. Anyone who owns a business or is in management needs to know great customer service skills and teach them to their employees. In this class, you learn how to treat your customers well, and build relationships so that they will keep coming back. Learn and practice these skills through class exercises.

**Instructor:** Robin Altman, President, The Altman Group, Inc.

#### **BI 727 Keeping Your Customers Satisfied**

3 sessions; \$85

001, Th.; March 1, 8 & 15, 2012

**Hours:** 7:00-9:00 p.m.

**Location:** TBA

Develop marketing retention programs aimed at keeping customers happy, coming back for more, and the ultimate compliment...providing referrals. Learn how to determine your best customers and discuss programs that can be tailored to them. Topics include: customer satisfaction, rewards and referral programs, and innovative low-cost approaches. During class, you will have the opportunity to brainstorm new ideas with other participants.

**Instructor:** Robin Altman, President, The Altman Group, Inc.

#### **BI 731 The Fine Art of Networking**

2 sessions; \$65

001, Th.; March 29 & April 5, 2012

**Hours:** 7:00-9:00 p.m.

**Location:** TBA

Networking is a life skill that will help you advance in your career, business, profession and industry. Explore the why, where and how-to of networking. Create your own 30-second elevator speech and learn when and how to use it effectively. Learn to prepare for a networking event and follow-up afterwards to make the experience worthwhile. A primary business activity for anyone who is responsible for producing revenue, networking is a skill worth developing.

**Instructor:** Robin Altman, President, The Altman Group, Inc.

**Instructor Bio:** Ms. Altman has a passion for marketing with over 25 years in the field. She has worked with *Fortune 100* companies as well as solopreneurs creating, implementing, and managing national marketing programs. She is also a marketing instructor and coach for new and experienced business owners.



To register, call: (201) 447-7488 • [www.bergen.edu/continuing](http://www.bergen.edu/continuing)

## BUSINESS & INDUSTRY

### Certificate in Social Media for Business

Master the fundamentals of adding social media to your business's marketing mix. Using a combination of instruction time and computer lab time, you work with live social networks. Learn how to use social networks, conduct research and communicate with prospects and customers for your business. Upon completion, you will have a thorough background in industry's best practices, and practical hands-on experience in setting up the social media presence for your business. Each course builds upon knowledge gained in the other courses of the program, but courses may be taken individually.

Throughout this program we endeavor to demonstrate how to work with social media to benefit your business. If you are not currently involved in social media for a business, either choose a company or create a fictitious one. This will serve as a real-world focus for your social media efforts during the courses.

Students must complete all 5 courses to earn the certificate. Classes may also be taken individually on a non-certificate basis.

**Total Hours:** 54

**Instructor:** Chris Kieff

**Total Cost:** \$1,080

**Location:** CLC-215

#### **BI 721 Introduction to Social Media for Business**

3 sessions; \$180

001, Tue./Th.; March 6, 8 & 13, 2012

(Make-up date 3/15)

**Hours:** 6:30-9:30 p.m.

Facebook, Twitter, LinkedIn, YouTube, Flickr, MySpace, Blogging, Wiki's and more! It's time for your business to conquer the world of social media. Which social networks are right for your business, which are wrong, and why? Discover how to get started and where to find reliable resources for information and help. Identify how, when and why you should hire someone to help you with your social media efforts and when you should keep it internal. Examine case studies of social media in many different industries covering both successes and failures. Upon completion of this course, you will recognize the main social networks, how to use them in business, how best to position your business, and what you can expect to achieve with social media.



#### **BI 722 Social Networking Strategy for Business**

4 sessions; \$240

001, Tue./Th.; March 20, 22, 27 & 29, 2012

(Make-up date 4/3)

**Hours:** 6:30-9:30 p.m.

This course concentrates on the internal issues a company faces when starting in social media. You will learn how to plan a social marketing program for your business. Topics to be explored include: drafting your organization's social media policy; implementing social media's best practices; adding social marketing to your existing marketing strategy; and tactics for connecting with and using influencers in social media to help spread your message. Examine case studies of social media campaigns using Facebook, Twitter, YouTube and other social services and determine what works and doesn't work and how to apply it to your business. Upon completion of this course, you will have a social media policy document and a social media marketing plan for your business.

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## BUSINESS & INDUSTRY

### BI 723 Implementing Social Media in Business

6 sessions; \$360

001, Tue./Th.; April 17, 19, 24, 26, May 1 & 3, 2012

Hours: 6:30-9:30 p.m.

Roll up your sleeves and get down to work. Build social media profiles on major social networks like Facebook, Twitter, LinkedIn, and YouTube. Measure and monitor your social media activity, your progress and effectiveness, and compare yourself to your competition. Learn to calculate your Return On Investment (ROI) in social media, plan social marketing campaigns & programs, and practice using social customer relationship management (CRM) principals. Learn to navigate the tricky privacy issues successfully and to avoid the creepiness factor. A major portion of this class will be lab work on computers and live social networks. Upon completion of this course, you will be able to create social media profiles on Facebook, Twitter, LinkedIn, and YouTube. **Prerequisite:** Students must complete Social Networking Strategy for Business (BI 722) and submit an existing social media policy and social marketing plan for their business prior to the start of class.

### BI 724 Social Networks & Blogging for Business

3 sessions; \$180

001, Tue./Th.; May 15, 17 & 22, 2012

Hours: 6:30-9:30 p.m.

Will blogging help your business to succeed in social media? Learn how to select a blogging platform and technology. Examine many popular blog add-on's to customize your blog for your needs. Study how to cope with comments, both positive and negative, and which comments you should delete, if any. Identify the most effective blogging techniques for business, and discover where to find story ideas and how to turn them into brilliant blog posts. Upon completion of this course, you will understand best practices for producing a successful business blog and have hands-on experience in creating one.

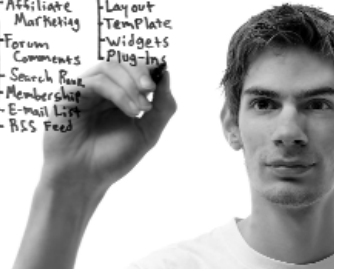
### BI 725 Location Based Services & Mobile for Business

2 sessions; \$120

001, Tue./Th.; June 5 & 7, 2012

Hours: 6:30-9:30 p.m.

How can mobile phones and location based services help promote your business? Location Based Services (LBS) are the next hot area for growth in advertising. Review current LBS offerings their capabilities and limitations. Examine how to add mobile marketing and LBS to your existing marketing plan. You will learn current industry best practices for Location Based Marketing. You will examine case studies of large and small businesses using LBS to effectively increase sales and awareness. Review issues of privacy, stalking, and the creepiness factor as it applies to LBS and your business. Upon completion of this course, you will understand the capabilities of LBS and how to integrate them into your marketing plans to promote your business.



Students are strongly encouraged to bring a smart phone (iPhone, Android or other) to class for hands-on demonstrations, as many services require smart phones to work.

**Instructor's Bio:** Mr. Kieff is a recognized thought leader in the social media field, having served as Director of Marketing with a social network vendor and blogging for over 5 years. He was named one of the 40 Over 40 in Social Media by Pro PR Blog which selected experienced marketers with a deep understanding of the field. Mr. Kieff currently serves as Corporate Social Media Manager for A&P.

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## BUSINESS & INDUSTRY

### Certificate in Sales Management

A sales manager does not do it. He or she sees that it is done.

The sales manager is responsible for the growth of a company due to the fact that nothing happens until someone sells something. It is a leadership role that requires all the skills of a business executive. This program, led by an experienced sales executive, covers the essential skills required including planning, recruiting, measuring, financial savvy, motivating, training, internal support, employee releasing and keeping your own job.

The total program provides 21 hours of training  
7 sessions; 3-hours each; \$530

To earn the Certificate, all 7 courses must be completed.

**Hours:** 9:00 a.m.–12:00 p.m.

**Location:** TBA

**Instructor:** James J. Brown

#### ***BI 733 Developing a Sales Reporting System*** **\$155**

001, Wednesday; March 7, 2012

A sales reporting system must only deal with relevant issues that are expected, measurable and discussed. Sales people resent it unless it provides them with resources to succeed in their jobs. However, management must know sales expectations in order to prepare to deliver on them.

#### ***BI 734 Developing Sales Talent & Compensation Plans*** **\$155**

001, Wednesday; March 14, 2012

Finding good salespeople is like mining for gold. Each new one can make you a fortune and each mistake can cost you more. Learn about where to look, deciphering resumes, interviewing, background checks and legal issues. Basic objective of a compensation plan is to achieve more sales and profits. How it is done will drive the sales force as well as keep expenses in line.

#### ***BI 735 Motivating the Sales Force*** **\$155**

001, Wednesday; March 28, 2012

Financial compensation is only part of what motivates a sales force. Learn 18 things other than money that motivate people to perform better.

#### ***BI 736 Surviving Your Managerial Assignment*** **\$155**

001, Wednesday; April 4, 2012

Why were you promoted? Ten Major Responsibilities of a Sales Manager and 12 Common Mistakes of a New Manager. Training for a Sales Manager. Six Tips on Working with Senior Management. Selling internally is equally important as external sales.

#### ***BI 737 Sales Meetings & Performance Issues*** **\$155**

001, Wednesday; April 18, 2012

Sales Meetings must have a purpose and be well planned and on time. Provide information, different speakers, ample opportunity for salespeople to speak and get results. Sales achievement measured against quota should tell the story but it doesn't really. Finding out soon and why, then doing something about it, is your major objective.

#### ***BI 738 Establishing Ethics in the Sales Force*** **\$155**

001, Wednesday; April 25, 2012

Selling is about establishing trust, and trust is established by behaving in an ethical manner. Developing it is necessary up and down the management chain. Develop a written ethical standard for your sales people to follow. It makes your job easier and is good sales practice.

#### ***BI 739 Effective Use of Advertising*** **\$155**

001, Wednesday; May 2, 2012

Managing an ad budget and making the most of it is an excellent way for an area field manager to learn how advertising works. Many advertising vehicles will be discussed. There is no single best choice. It will be an introduction to marketing.

## BUSINESS & INDUSTRY

### The Center for Professional Sales

✓NEW

### Certificate in Professional Sales

The Center for Professional Sales will empower companies and individuals to develop vital sales & sales management skills. These prestigious programs will help prepare you for success in a competitive selling environment. Our rigorous programs will encompass years of successful sales experience and education into innovative and accelerated sessions.

Our current industry professionals include James J. Brown and Ronald E. McKnight. Jim is the Executive Director of The Ardmore Group, a management consulting firm which specializes in revitalizing and restructuring sales organizations. He has consulted with Fortune 500 companies on effectiveness in: Leadership, Strategic Business Planning and Sales/Marketing. Jim is a graduate of Manhattan College. Ron is a dynamic and award winning certified corporate sales authority with Fortune 100 companies in Financial Services, Pharmaceutical, and Bio-Technology. He has developed sales training programs with a focus in Prospecting, Presentation Skills, Customer Relations, and Closing. Ron is a graduate of Hunter College.

✓NEW

#### **CD 020 Certificate in Professional Sales**

3 Sessions; \$995 (Includes: coffee and bagels in the morning & lunch in the afternoon)

001, T/W/Th; April 3, 4, & 5, 2012

Hours: 8:00 a.m.-3:00 p.m.

Location: Moses Center, TEC-128 EF

The Certificate in Professional Sales training program is designed for individuals who want to enter a growing market place. Companies are hiring well trained sales leaders to increase market share, and are looking for engaging individuals who have dynamic sales skills. Our Corporate Training industry professionals will educate you on the art of salesmanship, sales forecasting, setting appointments, making engaging presentations, creating market plans, getting referrals, and most importantly closing the deal! Our Certificate in Professional Sales is the key to your successful sales career.

Instructor: Ronald E. McKnight

✓NEW

#### **CD 021 Certificate in Professional Sales**

10 sessions; \$895

001, Mon./Wed.; April 2-May 2, 2012

Hours: 6:30-8:40 p.m.

Location: TBA

The Certificate in Professional Sales training program is designed for individuals who want to enter a growing market place. Companies are hiring well trained sales leaders to increase market share, and are looking for engaging individuals who have dynamic sales skills. Our Corporate Training industry professionals will educate you on the art of salesmanship, sales forecasting, setting appointments, making engaging presentations, creating market plans, getting referrals, and most importantly closing the deal! Our Certificate in Professional Sales is the key to your successful sales career.

Instructor: Ronald E. McKnight



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# BUSINESS & INDUSTRY

## Certificate in Project Management

The Certificate in Project Management enables individuals in management positions to leverage their knowledge and experience to become effective project managers. Learn to apply strategies for effectively managing multifaceted projects and facilitating productive relationships between project teams and clients. This certificate is essential for anyone overseeing projects in today's professional environment.

To earn a certificate, students must complete all 6 core courses. Electives may be taken to further enrich the student's understanding of specific project management skills. Selected core courses and electives are available each semester.

**Required Text (to be used in all core courses):** *Project Management: Achieving Competitive Advantage* by Jeffrey K. Pinto. Available at the BCC Bookstore.

### Core Courses

- CD 563 Introduction to Project Management
- CD 571 Project Charter, Scope and Success Criteria
- CD 565 Risk Assessment
- CD 564 Budgeting and Scheduling
- CD 566 Leadership for the Project Manager
- CD 567 Personnel Management, Team Building and the Project Team

### Elective Courses

- CD 569 Microsoft Office Project
- CD 568 IT/IS Systems Project Management
- CD 570 Project Management Certification Exam Preparation

### **CD 563 Introduction to Project Management**

3 sessions; \$395

*Offered in Fall, 2012*

**Location:** TBA

Students will review fundamental management principles, building skills foundational to project management. The course will integrate theories and methodologies of management, using case studies to demonstrate the application of these concepts in project management.

**Instructor:** Jack Reilly, PMP

### **CD 571 Project Charter, Scope and Success Criteria**

4 sessions; \$595

*Offered in Fall, 2012*

**Location:** TBA

This course examines how projects are authorized with a charter, and further defined with a scope statement, success criteria and work breakdown structure. Students will learn how a charter formally authorizes a project, how scope is defined, how success criteria are established and how the project work breakdown structure is developed. Change control will also be discussed.

**Instructor:** Jack Reilly, PMP

### **CD 565 Risk Assessment**

4 sessions; \$595

*Offered in Fall, 2012*

**Location:** TBA

This course is designed to equip managers to address change and minimize risk in the face of unpredictable circumstances. Students will learn to identify risk, diagnose the impact of change, and implement appropriate project management strategies.

**Instructor:** Joshua Rutta, MS

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## BUSINESS & INDUSTRY

### **CD 564 Budgeting and Scheduling**

12 hours, 4 sessions; \$595

001, Th.; March 1, 8, 15, 22, 2012

(Make-up class 3/29)

**Hours:** 7:00-10:00 p.m.

**Location:** TBA

Time and money are the two most essential resources in any project. Learn competitive quality standards of budgeting. Study theories, techniques and tools for successful scheduling while maintaining quality standards.

**Instructor:** Jack Reilly, PMP

### **CD 566 Leadership for the Project Manager**

8 hours, 3 sessions; \$395

001, Th.; April 5, 12, 19, 2012

(Make-up date 4/26)

**Hours:** 7:00-9:30 p.m.; on 4/19, hours are 7:00-10:00 p.m.

**Location:** TBA

Leadership is key to successful project management. Examine critical leadership issues, including the difference between leadership and management, and the organizational dynamics affecting project management. Learn to formulate decision-making strategies crucial to effective project management.

**Instructor:** Jack Reilly, PMP

### **CD 567 Personnel Management, Team Building and the Project Team**

12 hours, 4 sessions; \$595

001, Th.; May 3, 10, 22, 31, 2012

(no class 5/17)

**Hours:** 7:00-10:00 p.m.

**Location:** TBA

Learn to develop individual personnel into a cohesive project team through team-building exercises. Acquire techniques for identifying and enhancing the individual strengths of personnel, and bring difficult team members to unified focal points.

**Instructor:** Jack Reilly, PMP

### **ELECTIVE COURSES:**

*These courses may be taken in addition to the core courses of the certificate program. Additional hours of instruction will be reflected on the final certificate of students who complete one or more electives. Electives are not required in order to receive a certificate.*

### **CD 569 Microsoft Office Project**

4 sessions; \$795

**Offered in Fall, 2012**

**Location:** TBA

Through this course, students will gain hands-on experience using Microsoft Office Project as a tool for planning and implementing projects along with tracking and analyzing important data. Students will learn to use templates, import and export files, create Gantt charts, tables, baselines, and timelines. This elective is highly recommended for any student in the certificate program who is not proficient in Microsoft Office Project software.

**Instructor:** Joshua Rutta, MS

### **CD 568 IT/IS Systems Project Management**

4 sessions; \$595

**Offered in Fall, 2012**

**Location:** TBA

Students will learn how to implement project management methodologies within an information technology and information systems setting.

**Instructor:** Jack Reilly, PMP

### **CD 570 Project Management Certification Exam Preparation**

5 sessions; \$795

**Offered in Fall, 2012**

**Location:** TBA

Project managers with a globally-recognized project management credential gain a competitive edge in a challenging workforce. Students are encouraged to visit the Project Management Institute web page for further information on requirements for achieving a Project Management Professional (PMP)<sup>®</sup> certification.

**Instructor:** Jack Reilly, PMP



# BUSINESS & INDUSTRY

## Certificate in Entrepreneurship

Maximize sales and profitability. Position your business in a highly competitive market. Guarantee successful returns. This program is brought to you by the New Jersey Small Business Development Centers (NJSBDC) and the School of Continuing Education. Together we are committed to the growth of small business. CEU's available upon completion of the program.

### **Learn the following:**

- Planning skills to begin, expand, or improve your business
- Management skills to organize business finances, records and tax reporting
- Tools to evaluate the market for your products and services
- Marketing strategies that ensure you successfully reach your clients

### **Who should attend?**

- Small or mid-size business owners
- Managers seeking to expand a successful business or improve profitability
- Prospective entrepreneurs (start-ups)
- Individuals contemplating starting their own business

### **To earn a certificate you must complete the following seven courses:**

- BI 519 The Business Plan
- BI 550 Understanding Financial Statements
- BI 515 Legal I (Start-up specifics)
- BI 517 Small Business Record Keeping
- BI 520 Legal II (Contracts)
- BI 521 Small Business Taxes
- BI 516 Marketing

**You may register for individual courses on a non-certificate basis.**

**All courses are held on the Paramus campus.**

#### **BI 519 The Business Plan**

3 sessions; \$125

001, Mon/Wed.; February 1, 6 & 8, 2012

(Make-up date 2/13)

**Hours:** 6:30-9:30 p.m.

**Location:** S-343

Business plans are a necessary tool for every phase of business operations, from start-up to expansion. Using a business plan to chart your course will improve your chances for success. This workshop will give you the basis for a sound business plan.

**Instructor:** Joseph Rosenberg

#### **BI 515 Legal I (Start-up specifics)**

1 session; \$45

001, Wed.; February 15, 2012

(Make-up date 2/20)

**Hours:** 6:30-9:30 p.m.

**Location:** S-343

This workshop will give you basic knowledge of the laws affecting business. Business owners will learn how to choose the appropriate business structure, assess business risks, provide adequate protection and establish proper record keeping and controls.

**Instructor:** Joseph Rosenberg

#### **BI 550 Understanding Financial Statements**

1 session; \$45

001, Wed.; February 22, 2012

(Make-up date 2/27)

**Hours:** 6:30-9:30 p.m.

**Location:** S-343

Learn to enhance and clarify your bottom line. Topics include: spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, balance sheets, and more.

**Instructor:** Joseph Rosenberg

#### **BI 517 Small Business Record Keeping**

2 sessions; \$85

001, Mon./Wed.; March 5 & 7, 2012

(Make-up date 3/12)

**Hours:** 6:30-9:30 p.m.

**Location:** S-343

Learn to enhance and clarify your bottom line. Topics include: spreadsheets, understanding revenue and expense, structure and relationships, meaningful forecasts and projections, balance sheets, and more.

**Instructor:** Joseph Rosenberg

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## BUSINESS & INDUSTRY

### **BI 516 Marketing**

2 sessions; \$85

001, Mon./Wed.; April 2 & 4, 2012

**Hours:** 6:30-9:30 p.m.

**Location:** E-112

This workshop shows you how to define the markets where your services or products will be most successful, develop an action plan, and reach your target market. Topics include: identifying and selecting marketing tools and techniques, developing logos, determining an advertising budget, and selecting appropriate printed materials.

**Instructor:** Ellen Silverman

### **BI 520 Legal II (Contracts)**

1 session; \$45

001, Mon.; April 9, 2012

**Hours:** 6:30-9:30 p.m.

**Location:** E-112

This course will provide a basic understanding of contract law, legal ownership of a business, stock and partnership agreements.

**Instructor:** Geraldine Reed Brown

### **BI 521 Small Business Taxes**

1 session; \$45

001, Mon.; May 14, 2012

**Hours:** 6:30-9:30 p.m.

**Location:** E-112

Learn the differences between local, state and federal taxes and what you need to know concerning employment, social security and sales taxes as well as the impact on your business structure.

**Instructor:** Joseph Rosenberg

### **NRF Foundation Sales and Service Learning Program**

This comprehensive program prepares students for entry-level retail sales and customer service-related positions, using curriculum from the National Retail Federation (NRF) Foundation, one of the most respected professional associations in the retail sales arena. Upon completion of this 3-week program, students will be prepared to successfully complete National Certification Assessments in both Sales and Customer Service, gaining nationally-recognized credentials that will give them a competitive edge in an uncertain job market. Students will build critical functional literacy skills in math, verbal ability, active listening, writing, and workplace readiness. **Prerequisite:** *Math and English literacy at 6th grade level.*

Upon completion of the NRF Foundation Sales and Service Learning Program, students will be able to do the following:

- Demonstrate customer service and sales techniques at a sufficient level to successfully complete National Certification Assessments
- Know the importance of recognizing the features of what they are selling
- Know where to look to learn about product features
- Explain why it is important to match the products to the customer
- Detail customer benefits in terms of product features
- Explain how to help customers make an informed choice
- Recognize when a customer is ready to make a purchase
- Suggest additional purchases
- Demonstrate commitment to ongoing learning and career development

Students who complete all 120 hours of training will be able to take the Sales and Customer Service Professional Certification Assessments.

This Community Based Job Training program is made possible by a grant from the U. S. Department of Labor – Employment and Training Administration. Bergen Community College and the Employment Pathways Initiative does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability and genetic information, age, membership in an employee organization, or other non-merit factor.

### **CD 561 NRF Foundation Sales and Service Learning Program–Paramus**

40 sessions; \$749

001, Wed./Th.; February 8-May 10, 2012

Tue./Wed./Th.; May 22-June 20, 2012

**Hours:** 6:00-9:00 p.m.

**Location:** Paramus Campus, TBA

To register, call: (201) 447-7488 • [www.bergen.edu/continuing](http://www.bergen.edu/continuing)

## BUSINESS & INDUSTRY

### The New Jersey Small Business Development Center

The New Jersey Small Business Development Center (SBDC), at the Bergen Community College Ciarco Learning Center in Hackensack, is a private organization of professional management consultants that provide free counseling services to persons who own or operate a small business, or who are considering a small business venture. We are in the knowledge business, tapping best practices and providing technical assistance to existing and start-up businesses in the form of confidential consultations and training workshops. We assist with the formulation of strategies to meet challenges, provide resources to achieve objectives, and act in a mentoring capacity. This support, expertise, and dedication commit us to be your "Total Business Resource." For information about workshops or free counseling call (201) 489-8670 or email [vdelia@bergen.edu](mailto:vdelia@bergen.edu).

**Location of the following courses will be Ciarco Learning Center, Hackensack.**

#### **BI 686 Doing Due Diligence with Q&A**

(formerly, **The Start-Up with Q & A**)

1 session; \$20

001, Th.; February 2, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

002, Th.; March 1, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

003, Th.; April 5, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

004, Th.; May 3, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

005, Th.; June 7, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

This workshop is designed specifically for the individual thinking of starting a business, giving them the necessary tools to follow a logical approach to assess the viability and profitability of starting a business. They will learn the workings of an economic model, a feasibility and breakeven analysis, along with market research and resources skills. A question and answer period will follow.

**Instructor:** Vincent D'Elia, Regional Director, Bergen SBDC. **To register: Call (201) 447-7488**

#### ✓NEW

#### **BI 740 Business Formation**

1 session; \$20

001, Th.; February 9, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

002, Th.; April 12, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

003, Th.; June 14, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

For start-up businesses wanting to know how to choose the right form of business and what is the difference between the various forms and how they will impact your ownership, profits, funding, liability and taxes.

**Instructor:** Vincent D'Elia, Regional Director, Bergen SBDC. **To register call: (201) 447-7488**

#### **BI 347 Financing a Small Business**

1 session; \$45

001, Fri.; February 17, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

This workshop is for the small business owner seeking to secure financing for a start-up or an expansion. Learn how to secure business loans, identify the appropriate type of loan, construction of credit, present a convincing business plan, bootstrapping or non-traditional financing.

**Instructor:** Vincent D'Elia, Regional Director, Bergen SBDC. **To register call: (201) 447-7488**

#### **BI 312 Building a Consulting Business**

1 session; \$50

001, Fri.; March 16, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

This course provides instruction in determining markets, techniques, generating businesses, proposal writing, fee setting, structuring contracts, letters of agreement and marketing tools.

**Instructor:** Vincent D'Elia, Regional Director, Bergen SBDC. **To register call: (201) 447-7488**

#### **BI 637 Meet the Lenders**

1 session; No fee

001, Th.; April 26, 2012

**Hours:** 3:00-6:00 p.m.

This is a workshop for pre-screened entrepreneurs looking to borrow money to finance the start or growth of their business. There will be a short presentation following the introduction of several loan officers representing banks willing to lend money to qualified individuals.

**Host:** Vincent D'Elia, Regional Director, NJSBDC  
**Cost: No Fee, but you must register by calling (201) 489-8670**

## BUSINESS & INDUSTRY

✓NEW

### **BI 741 Cashing In On Cashing Out**

1 session; \$45

001, Fri.; May 11, 2012

**Hours:** 9:00 a.m.-12:00 p.m.

Part of starting a business should be to create business value and at some predetermined point, realize that value. How you exit the company depends upon your desires and proper planning. You need to evaluate your business, your desires, and other key factors to produce an exit strategy in order to maximize your cash out. This workshop will discuss the various issues.

### **BI 611 Building and Financing Your Business with the SBA**

1 session; No Fee

001, Th.; October 25, 2012

**Hours:** 3:30-6:00 p.m.

This seminar, conducted by the Bergen Small Business Development Center and the U.S. Small Business Administration (SBA), provides information on loan programs and technical assistance programs offered by the SBA and other resource partners. Bank lending officers are also on hand to discuss their role in the SBA's Guaranteed Lending Program and discuss what goes into a good loan proposal, how to increase your chances of getting a loan and the loan application process. Find out about SBA's 7(a) Loan Guaranty Program, the Prequalification Loan Program, and 8(a) Minority Set-Aside Program.

**Instructor:** Vincent D'Elia, Regional Director, Bergen SBDC. **To register: Call (201) 447-7488**

### **BI 343 Contracting with the Government**

1 session; No Fee

001, Fri.; September 21, 2012

**Hours:** 9:30 a.m. - 12:30 p.m.

This workshop will introduce small and medium size business owners to the US Government and NJ State Government procurement processes. Business owner and managers will learn how to identify and successfully apply for government contracts. Apply for WMBE and SBE status, Regulations, Set-Asides, Methods of Government Purchasing, Supply Classifications, Bidding Opportunities, and Selective Assistance Vendor Information (SAVI).

**Cost: No Fee, but you must register by calling (201) 489-8670**



The New Jersey Small Business Development Centers (SBDC) network is partially funded by the U.S. Small Business Administration, the New Jersey Commerce and Economic Growth Commission and host institutions. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance by contacting Vincent D'Elia, Regional Director, Bergen SBDC, (201) 489-8670.

To register, call: (201) 447-7488 • [www.bergen.edu/continuinged](http://www.bergen.edu/continuinged)