

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 To Register: <http://bit.ly/Training4Entrepreneurs> Sign Up for our Newsletter: <http://bit.ly/SBDCNews>

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

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

146740 Th 6:30-9:00 PM Oct 19&26 C201 – Leonardtown

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

146741 Tu 7:00-9:00PM Oct 3 Room CE120 – La Plata

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

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

146745 We 7:00-9:00PM Nov 8 Room CE120 – La Plata

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

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

146742 Fr 9:00AM-3:00 PM Oct 6 Room C201 - Leonardtown

146743 Sa 9:00AM-3:00 PM Nov 4 Room CE120 – La Plata

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

Monday, October 16, 2017, 8:00AM-12:00PM

ERIC FRANKLIN ENTREPRENEURIAL ACCELERATOR (EFEA) 2ND ANNUAL MENTORING MONDAY



Meet your mentor at EFEAs 2nd Annual Mentoring Monday, the annual speed coaching and networking event introduced by Eric Franklin Entrepreneurial Accelerator. The combination of speed coaching and networking is a catalyst for meaningful introductions and engaging conversations between businesses throughout the region.

Connect with and learn from businesses who have a track record for success. Last year 12 Mentors were on hand to assist the 26 entrepreneurs who participated! **Businesses Interested in Mentoring for the Day Call SBDC Office: 301-934-7583**

Need a Mentor? Register:

https://mentoring_monday_2017.eventbrite.com

The Eric Franklin Entrepreneurial Accelerator (EFEA) is a partnership between the Southern Maryland Small Business Development Center (SBDC) and Eric Franklin, President and CEO of ERIMAX, Inc. The goal of the Accelerator is to build an entrepreneur platform for businesses in Southern Maryland to grow, thrive, and connect with other entrepreneur ecosystems across the country.



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 <http://bit.ly/Ed2GoMkt>
SBC-9010 tuition: \$62 / fees: \$77 Aug 16 – Sep 13 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 <http://bit.ly/Ed2GoShoestring>
SBC-9020 tuition: \$62 / fees: \$77 Aug 16 – Sep 13 Online: Ed2go

- 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.

For more information, visit www.sbdchelp.com or call the SBDC at 301-934-7583
To Register: <http://bit.ly/Training4Entrepreneurs>
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