PHR/SPHR Certification Preparation Course

Continuing Studies at Mercer and the Human Resources Management Association of Princeton (local SHRM affiliate chapter) offer a 13-week comprehensive review of the major disciplines within Human Resources. Designed to give human resource professionals new tools for successful performance on the job, the course also helps prepare participants for the Human Resource Certification Institute’s (HRCI) national examination for the Professional in Human Resources (PHR) or Senior Professional in Human Resources (SPHR) certification.

Who Should Attend:
- Human Resource Professionals looking for advancement
- Middle Managers looking for a career change
- Senior Managers new to the Human Resource field
- Employee Benefits Directors
- Managers of Employee Benefits
- Directors of Training

What You Will Learn:
- Module one: Strategic Management
- Module two: Workforce Planning & Employment
- Module three: Human Resource Development
- Module four: Compensation and Benefits
- Module five: Employee and Labor Relations
- Module six: Occupational Health, Safety, and Security

When:
- Saturdays, 9am-12pm, January 23-April 24 (No class April 3) (13 sessions)
- Please submit registration form and payment by January 14

Course Fee:
The registration fee of $1225 includes the study materials of the Society for Human Resource Management’s Human Resource Learning System, CD-ROM, and mastery tests. Special discount for members of the Human Resource Management Association of Princeton is $1175. 3.9 CEU. For information on becoming a chapter member, see the HRMA chapter web site at www.hrma-nj.org.

XCP198-086078 – $1225
XCP198-086079 – $1175*

*Rate for HRMA of Princeton chapter members only

Charlene Watler, MCCC Instructor
American Management Association
University Certificate Programs

American Management Association (AMA) courses are nationally recognized for their comprehensiveness and value. Our instructors use AMA textbooks as the foundation and draw on their own expertise and experience to present material in the most timely and relevant manner. These courses are designed to help you become more effective in your present position and better prepared for advancement opportunities.

American Management Association
University Certificate in Human Resources

This certificate program is designed for professionals who are seeking a comprehensive overview of human resources. Whether you are a new HR professional, an HR specialist who has limited general experience or a professional who wants to learn more about the human resources function, you will find this program beneficial to your professional advancement.

To earn the certificate, you must satisfactorily complete four core courses in your chosen area of study in addition to two other AMA or elective courses. Courses can be taken in any order.

Individual courses may be taken on a non-certificate basis.

Core courses:
- Fundamentals of Human Resources
- Fair, Square and Legal: A Manager’s Guide to Safe Hiring, Managing, and Firing Practices
- Compensation: Effective Reward Programs
- Performance Management

Fundamentals of Human Resources
Fundamentals of Human Resources is a comprehensive guide to productive HR management. It will enable you to develop an effective HR plan for your company based on the needs of your organization.

1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XCP200-084480
Jan 14-Feb 11 5 sessions Th 6:30-9:30pm
Lisa Charles, MCCC Instructor

Compensation: Effective Reward Programs
Because it’s vital to a company’s ultimate success, compensation professionals must equip themselves with the most up-to-date tools and techniques. The course will give you a solid, fundamental understanding of the field of compensation and serve as a primary resource as you implement new programs or improve existing ones.

1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XCP202-084481
Feb 25-Mar 25 5 sessions Th 6:30-9:30pm
Roger O’Connor

American Management Association
University Certificate in Project Management

This Certificate in the Project Management Program is designed to equip you with required skills necessary in setting up project plans, scheduling work and monitoring progress in order to achieve desired project goals and results. Individual courses may be taken on a non-certificate basis.

To earn the certificate, you must satisfactorily complete four core courses in your chosen area of study in addition to two other AMA or elective courses. Courses can be taken in any order.

Individual courses may be taken on a non-certificate basis.

Core courses:
- Successful Project Management
- Total Quality Management
- Successful Negotiating
- Fundamentals of Finance and Accounting for Non-Financial Managers
Successful Negotiating
Successful Negotiating can teach you the art of win/win negotiation. You’ll get a firm grasp of the negotiating tricks and techniques the pros use. Learn everything from pre-negotiation planning to the use of seemingly unimportant details like seating arrangements and meeting site selection to influence the results of negotiations.
1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XCP214-084476
5 sessions
Edward Kurocka, MCCC Instructor

Total Quality Management
This course is a guided tour along the road to Total Quality Management (TQM). It reviews the history of quality and examines the wide variety of philosophies, concepts and techniques for managing, controlling, and improving quality. Finally, the course takes a “walking tour” of recent winners of the Malcolm Baldrige National Quality award.
1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XML171-084477
5 sessions
James O’Donnell, MCCC Instructor

American Management Association University Certificate in Management
This certificate provides the basic know-how designed to help you meet current challenges in a changing environment. Learn how to motivate your team when budgets are tight and staff numbers are reduced and how to help your team take on new responsibilities as you adjust to your new leadership responsibilities.

To earn the certificate, you must satisfactorily complete four core courses in your chosen area of study in addition to two other AMA courses. Courses can be taken in any order.

Individual courses may be taken on a non-certificate basis.

Core courses:
• Managing and Achieving Organizational Goals
• Leadership Skills for Managers
• Delegating for Business Success
• How to Manage Conflicts in the Organization

Leadership Skills for Managers
Managing in today’s dynamic, diverse workplace demands a new type of leadership. The new leaders must be visionaries, change agents, coaches and empowerers. This course enables you to gain the skills necessary to fulfill this challenging, changing and rewarding leadership role.
1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XML181-084478
5 sessions
John Martin, MCCC Instructor

How to Manage Conflicts in the Organization
Master the strategies, tactics and insights you need to gain control of tough conflict situations. Discover how to spot potential interpersonal conflicts – and defuse them before they flare up. Understand how, when, where and why to apply the five favored conflict-resolution approaches, and develop the insight and intuition you need to make them work.
1.5 CEU. Tuition: $295 (includes AMA course materials: $120)
XML183-084479
5 sessions
John Martin, MCCC Instructor

Certificate in Meeting & Event Planning & Management
This 39-hour program will give you the keys to creating exciting, organized and effective meetings and events. Whether you are already involved in the meeting planning industry or want to get your foot in the door, the Certificate in Meeting & Event Planning & Management will enhance your professional opportunities.

Learn what’s new, what’s changing and what’s next - from a respected industry expert. You will develop a personal Meeting and Event Planning Manual based on the presented building block system, implement a clear objective for each event or meeting at the concept stage, be introduced to valuable outside sources of information, including the latest industry publications, and understand how to locate opportunities within the meeting planning field.
3.9 CEU. Tuition & fees: $625 (Textbook information available at first class. Approximate cost: MPI membership and book, $100; nonmembers, $90)
XBA102-086155
13 sessions
Joanne H. Joham, CMP, CMM

Registration deadline is two weeks prior to the course start date. Avoid the *10 late fee... Register Early!
Business & Management

Project Management Professional Certification

PMP® Prep Review
This series of focused, short sessions is designed to help you strengthen key areas in the discipline of project management in preparation for your certification as a PMP®. The sole purpose of the course is to prepare participants for the certification exam that is offered by the Project Management Institute® (PMI®). It will only focus on how to best prepare for and pass the exam. The PMP® Prep Review will convene for 12 powerful three-and-a-half hour sessions (totaling 42 hours of instruction). Prerequisites: A minimum of five years of project management-related experience in any for-profit and/or non-profit environment. Additionally, a level of formal project management education is required in order to benefit most from the Review.

Offered in conjunction with ABC Consulting Group International®, LLC, the Center for Continuing Studies at Mercer is pleased to offer the PMP Prep Review – An Examination Preparation Course for the Project Management Professional (PMP®) Certification. 4.2 CEU. Tuition and fees: $1,130 (includes course materials)

XCP352-086369  Apr 26-June 7*
12 sessions  M,W
6-9:30pm
*Class will not meet May 31

Franck J. Gérard, PMP, is a skilled, accomplished leader with experience in project management, leadership development, strategic thinking, time management, instructional design and process reengineering. Committed to helping industry leaders and individuals attain their educational goals, Franck draws from nearly 20 years of experience in corporate training and education-related fields – delivering customized professional development learning programs, conducting performance improvement consulting sessions and speaking in various forums around the world.

Academy for Notaries
Earn extra money and provide a valuable service by becoming a Notary Public in the State of New Jersey. Learn how to obtain or renew your notary commission, perform the job with confidence and avoid liability issues. You will have a clear understanding of the final steps needed to become a notary public.
0.4 CEU. Tuition and fees: $85 (includes handbook $30)

XCP215-084463  Mar 6
1 session  Sa
9am-1pm
Jennie Stormes, NP, CNSA

Introduction to Bookkeeping
This basic, hands-on, workshop-style manual bookkeeping course covers the complete accounting cycle from business transactions through entry into the books and records, posting to accounts, preparation of worksheets and adjusting journal entries, preparation of financial statements and closing. It will prepare you for any accounting or bookkeeping system: manual, one-write or software driven. You will learn: the sales journal, purchase journal, cash receipts and cash disbursements journal, accounts receivable, inventory and the use of Excel spreadsheets. Textbook required. Available in college bookstore.
(Note: Please bring a lunch — cafeteria closed.)
4.2 CEU. Tuition: $396

XBA138-084464  Apr 17-June 5*
7 sessions  Sa
9am-3:30pm
Nicholas F. Capria, CPA
*Class will not meet May 29
APA’s (American Payroll Association’s) PayTrain College & University Program

As a payroll professional, you know how important it is to maintain your company’s compliance by keeping up with changing regulations and procedures. Staying current is not only important to your company’s bottom line but also to your continued professional development.

In cooperation with the American Payroll Association, we offer the PayTrain College & University program for payroll professionals. PayTrain Fundamentals is for people new to the industry and who need to learn payroll basics. PayTrain Mastery is designed for those with industry experience. Taking these courses prepares you for the Fundamental Payroll Certification (FPC) and the Certified Payroll Professional (CPP) exams.

PayTrain Mastery

Prerequisite: PayTrain Fundamentals or equivalent knowledge

PayTrain Mastery is a comprehensive course providing payroll managers and supervisors with a solid understanding of advanced topics. Enrollees receive live classroom instruction, textbooks, and access to interactive online resources to reinforce topics learned. Topics include:

- Employee vs. Independent Contractors
- Payroll Tax Reporting
- Fair Labor Standards
- Federal Taxation and Other Legislation
- Tax Reporting
- Payroll Accounting
- Professional Administration

4.2 CEU. Tuition and fees: $695 (includes APA course materials)

XCP161-086071 Jan 25-Mar 11
14 sessions M,Th 6-9pm
George Lenoir, CPP

PayTrain Fundamentals (Returning in Fall 2010!)

Online Courses for Business

- Total Quality Fundamentals
- Six Sigma: Total Quality Applications
- Project Management Fundamentals
- Project Management Applications
- Distribution and Logistics Management
- Learn to Buy and Sell on Ebay
- Introduction to PC Security
- Introduction to Algebra

Tuition: Most courses start at: $96

- Expert Instructors
- 24-Hour Access
- 6-Weeks of Instruction

Start Dates: A new section of each course starts monthly: Dec 9, Jan 20, Feb 17, Mar 17, Apr 21, and May 19.
To learn more, or to enroll, go to www.ed2go.com/mccc.edu

New Jersey Employers

You can have your employees trained, at no charge to your company, in computers, mathematics, verbal and written communications and English as a second language through a grant with NJBIA and the NJ Department of Labor & Workforce Development.

For more information contact:
Elaine Weinberg, Director
The Center for Training and Development
weinbere@mccc.edu – 609.570.3612
www.mccc.edu/ctd
Communications & Marketing

When you need to market your product or service, you need strategic, results-driven skills that enhance the bottom line. Communicating clearly and persuasively is critical to your success. Our wide range of courses in this series is designed to show you how to target an audience, develop strategic techniques and generate a greater return on your investment.

Effective Business Writing

Project a more professional image!

Learn techniques to improve your positive image and project your professionalism through your writing. Learn how to write more effective and concise letters, memos and e-mail messages. You will practice organizing your thoughts before you begin to write, perfect the art of proofreading accurately, and review grammar and punctuation basics. Finally, this course provides exercises, discussions, and constructive critiques to polish your professional image through your written communications. Textbook required.

Available in college bookstore.  
1.5 CEU. Tuition and fees: $158
XWC117-084453  Jan 26-Mar 2
6 sessions  Tu  6:30-9pm
Ellen Benowitz, MCCC Instructor

How to Survive and Thrive in a Down Economy

Learn new ways to reach new heights with your small business in this down economy, five sure-fire, no-cost strategies, twenty inexpensive ways to grow your business, and ten effective ways to market in 2010. 0.3 CEU. Tuition and fees: $40
XMS105-086467  Mar 15
1 session  M  6-9pm
Ellen Silverman, MCCC Instructor and Marketing Consultant

Grammar for Grownups

Write correctly for success!

Instantly improve all your written documents by using correct grammar and punctuation. This lively course is brimming with relevant exercises in topics such as commas, semicolons, apostrophes, quotation marks, fragments, run-on sentences, pronouns, verb-subject agreement, etc. If you have long forgotten these essential language skills, this course is your perfect “pick-me-up”!
1.0 CEU. Tuition and fees: $99
XWC110-084458  Mar 16-Apr 13*
4 sessions  Tu  6:30-9pm
*Class will not meet Mar 30
Ozana Castellano, MBA, Communications Specialist

The Marketing Plan

See pg. 14 for course description.  
0.3 CEU. Tuition and fees: $40
XMS800-084454  Feb 3
1 session  W  6:30-9:30pm
Martin Mosho, MCCC Instructor

Grammar for ESL (Online Course)

Tuition: $96 for each online course  
6 Weeks of Instruction / Courses start monthly
To learn more, or to enroll, go to www.ed2go.com/mccc.edu

The Role Emotional Intelligence Plays in Communication

Understanding emotional intelligence can empower you to work more successfully with others. This course will provide the opportunity to answer the following questions: What is emotional intelligence? How can you develop yours? How can emotional intelligence improve relationships when working with others? 0.8 CEU. Tuition and fees: $80
XML186-084459  Apr 29-May 20
4 sessions  Th  7-9pm
Marge Smith, Nonprofit Consultant

Grammar for ESL (Online Course)

Writing for ESL (Online Course)

Tuition: $96 for each online course  
6 Weeks of Instruction / Courses start monthly
To learn more, or to enroll, go to www.ed2go.com/mccc.edu

Courses for Non-English Speaking Students

Pronouncing American English

See pg. 62 for course description.  
2.0 CEU. Tuition and fees: $195
XES600-084460  Jan 13-Mar 17
10 sessions  W  7:30-9:30pm
JoAnn Ficca, M. Ed., CCC-SLP, Speech-Language Specialist

ESL: Conversation Skills

Practice everyday conversation in English!

See pg. 62 for course description.  
2.0 CEU. Tuition and fees: $166
XES604-086029  Jan 23-Mar 27
10 sessions  Sa  10am-12pm
Lauren Dempsey, M. Ed., ESL Specialist

ESL (English as a Second Language)

Writing & Speaking Skills

Improve your English!

See pg. 62 for course description.  
1.5 CEU. Tuition and fees: $155
XES601-084461  Jan 26-Mar 2
6 sessions  Tu  6:30-9pm
XES601-084462  Mar 11-Apr 22*
6 sessions  Th  6:30-9pm
*Class will not meet Apr 1
Ozana Castellano, MBA Communications Specialist
Green Future Management Certificate Program
The Green Future Management Certificate is a 70-hour program designed for experienced professionals in the fields of architecture, engineering, real estate, government, nonprofits and sales who need the latest information on creating sustainable practices and projects.

LEED Certification at various levels, Energy Star equipment, hiring contractors and sub-contractors with Green Advantage, BPI and other emerging certifications will be explained and evaluated. Much of the content in this program will be reflected on the exam for basic LEED certification.

Courses can be taken individually on a non-certificate basis.
Robert Wisniewski, Program Coordinator, Senior Sustainable Design Consultant

There will be a free information session on Wednesday, January 27, promptly at 6pm.

Studio Capstone Presentations
Prerequisite: Students should complete all seven courses before enrolling in the Capstone course.
Independent study culminating in a four-hour class where students present their projects.
0.4 CEU. Tuition and fees: $95
XTC153-086435 Jan 12-Jan 13* 2 sessions Tu,W 6-8pm
*Next session coming in Summer (Tues, Wed - June 1, 2)

Sustainability Fundamentals (It is highly recommended to begin with this course)
We begin with a foundation of the principles of sustainable design, defining green building contextually as it plays a critical role in the environmental, social and economic well being of society. Case studies will highlight the benefits, challenges, public policies and market driven initiatives necessary for successful sustainable development implementation.
1.2 CEU. Tuition and fees: $295
XTC146-084468 Feb 23-Mar 3 4 sessions Tu,W 6-9pm
Darren Molnar-Port, LEED® USGBC Certified Instructor

Energy Efficient Design
You will learn how to design a building to meet high performance guidelines. Topics will include: an overview of the comprehensive and specific design and construction measures necessary to reduce building loads, fundamentals of the critical interactions between building shell, HVAC equipment and lighting, and occupant interaction with the building systems. Advanced Green Technologies covered will include Zero Energy, Passive House and Living Building Challenge.
1.8 CEU. Tuition and fees: $450
XTC147-084469 Mar 9-Mar 24 6 sessions Tu,W 6-9pm

Indoor Environmental Quality
What are the benefits and barriers to achieving healthy indoor air quality? Ventilation system design strategies and developing an IEQ Construction Management Plan will be covered. 0.9 CEU. Tuition and fees: $225
XTC148-084470 Mar 31-Apr 7 3 sessions Tu,W 6-9pm

Water Efficient Design
We present an overview of the natural systems based design strategies utilized to reduce environmental impacts of conventional site and landscape design. You will gain an understanding of the approaches to outdoor and indoor water conservation strategies, on-site storm water management, and sustainable landscaping.
1.2 CEU. Tuition and fees: $295
XTC149-084471 Apr 13-Apr 21 4 sessions Tu,W 6-9pm

Registration deadline is two weeks prior to the course start date.
Avoid the $10 late fee... Register Early!
Material Selection and Life Cycle Analysis
What are the true characteristics of “green” materials? This course will provide fundamental understanding of what makes a product green, what the main components are in our most common building materials, the impacts each element has on the environment and what to consider when designing a home directly relating to material specifications. Recycling and bulk purchasing of green materials will be addressed from both residential and commercial perspectives.
0.6 CEU. Tuition and fees: $150
XTC150-084472 Apr 27-Apr 28
2 sessions Tu,W 6-9pm

BPI Certification Building Analyst I
Be in demand with Building Performance Institute’s Building Analyst 1 Certification. The two week 80-hour training program prepares you for BPI’s written and field tests. Learn how to address a comprehensive range of house construction concerns and be able to provide customers with a plan to achieve more energy-efficient homes. You will learn and practice the latest building science technology including: blower door, duct blaster and air barrier and pressure testing equipment to help resolve HVAC insulation, air leakage and water/moisture issues. BPI certification is valuable for working for municipalities, contractors or starting your own business.
8.0 CEU. Tuition and fees: $1500 ($400 tuition; $1100 fees) (includes all materials, testing, scoring and reporting)
XTC135-086374 Jan 25-Feb 5
10 sessions M,Tu,W,Th,F 8am-5pm*
*1 hour lunch
Charles Goldate, Technical Services Manager, EAM Associates

Sales & Marketing
Become the change you wish to sell and brand your organization as GREEN. Explain how and why green is different and convey your message with high impact to your customers. Certification avenues (LEED, BPI, USGBC, GREEN ADVANTAGE and others) will be discussed as well as the steps to effectively integrate green language and practices in the work environment to enhance your marketing potential.
0.3 CEU. Tuition and fees: $75
XTC151-084473 May 4
1 session Tu 6-9pm

Green Building for Existing Homes
Green Building is all the rage these days for new construction. Learn how we specifically implement these practices in existing homes, safely, economically, aesthetically and environmentally.
0.6 CEU. Tuition and fees: $150
XTC152-084474 May 5-May 12
2 sessions W 6-9pm

LEED® Associate Exam Prep
Review the concepts and learn test prep skills designed to help you pass the first tier of the LEED Green Building Associate credential, which demonstrates general knowledge of green building practices. (Note: Please bring a lunch — cafeteria closed.)
1.2 CEU. Tuition and fees: $334
XTC106-084475 Feb 13-Feb 20
2 sessions Sa 9am-3:30pm*
1/2 hour break
Sunil Tewarson, LEED® AP, IEEE, ASHRAE, USGBC, AEE

Green Jobs
If you are looking for a new career path, or want to translate existing skills towards the field of Sustainability, this seminar will provide useful information on jobs in a variety of fields from green building through finance, public policy, sales and facilities management.
0.2 CEU. Tuition and fees: $35
XTC130-086158 Mar 11
1 session Th 7-9pm
Sunil Tewarson, LEED® AP, IEEE, ASHRAE, USGBC, AEE
Nonprofit Management – Certificate Program and Workshops

We have revised and updated our Nonprofit Certificate Program to reflect the current focus on this very important market sector in the current economic climate. The program is packed with practical techniques necessary for survival in this challenging economy. Workshops are oriented to the needs of staff, program administrators, executive directors, board members, philanthropists, volunteers, and those interested in employment at nonprofits.

Certificate in Nonprofit Management
This certificate requires the following four core courses totaling 48 hours, and a minimum of 30 approved elective course hours, totaling 78 hours. Courses can be taken individually on a non-certificate basis.

Core courses:
- Fundamentals of Nonprofit Management
- Overview of Fundraising Techniques
- Marketing & Public Relations for Nonprofits
- Budget Basics

Elective courses:
Different electives will be offered each semester.

10 Tips for Managing Volunteer & Staff Relations
This workshop addresses the critical relationship between volunteers and paid staff which can significantly impact the success or failure of a nonprofit. These dynamics can prove the adage, “united we stand, divided we fall.” The tips provided and some role play will help ensure a cooperative and productive environment.

0.6 CEU. Tuition and fees: $60
XML136-086164 Feb 3-Feb 17 3 sessions W 7-9pm
Marge Smith, Nonprofit Consultant
Adrienne Rubin, Executive Director, Volunteer Connect

Fundamentals of Nonprofit Management
This program will examine aspects of non-profit organizations that make them unique and focus on areas critical to their success. Emphasis will be placed on roles and responsibilities of the Board of Directors, the development of an effective Board, the importance of a mission statement and vision, and the effective management of volunteers. 1.2 CEU. Tuition and fees: $114
XML150-086080 Feb 11-Mar 18 6 sessions Th 7-9pm
Marge Smith, Nonprofit Consultant

Building a Key Leadership Team
This advanced workshop for nonprofit executive directors and board presidents focuses on these relationships and how they can create a mutually supporting partnership that strengthens the organization. Through exercises, short cases, and small group discussions, we will explore communication choices, decision making, building trust, alignment of the board with the mission and staff, and developing measures for success.

0.4 CEU Tuition and fees: $40
XCP102-086081 Apr 14-Apr 21 2 sessions W 9-11am
Marge Smith, Nonprofit Consultant
Jane Silverman, President, Jane Silverman and Associates, LLC

Budget Basics
This course will simplify the mysticism about a nonprofit’s overall organization budget and will provide the vital concepts and components necessary to develop budgets for special programs and fundraisers. Staff, volunteers, and Board members will benefit from knowing how to read and understand the budget framework to support and promote the mission effectively. No accounting expertise required.

1.2 CEU. Tuition and fees: $120
XML159-086152 May 4-June 1* 5 sessions Tu 6:30-9pm
*MClass on June 1 - 6:30-8:30pm
MCCC Instructor

The Role Emotional Intelligence Plays in Communication
See pg. 9 for course description.
0.8 CEU. Tuition and fees: $80
XML186-084459 Apr 29-May 20 4 sessions Th 7-9pm
Marge Smith, Nonprofit Consultant

Registration deadline is two weeks prior to the course start date. Avoid the $10 late fee... Register Early!
Small Business Management

Mercer County Community College is pleased to present these Small Business Management courses designed for small business owners, as well as for those planning to start a business. This series of courses will take you through the steps required to create a winning business plan and guide your business idea into a successful reality.

Certificate in Small Business Management

To earn the certificate, you must take five (5) core and four (4) elective courses listed below:

**Core courses:**
- Starting Your Own Business
- The Business Plan
- Choices in Legal Formation
- The Marketing Plan
- Recordkeeping for Small Businesses

**Elective courses:**
(Several electives are offered each semester)
- Finance for Non-Financial Managers
- Taking on Debt for Growth: Why Borrow Money?
- Results Oriented Marketing: Profit Producing Results
- Understanding Financial Statements
- Comprehensive Quickbooks
- Big Dreams, Small Budgets
- Marketing Communications Writing
- How to Survive and Thrive in a Down Economy

You will learn to:
- Start and manage your own business
- Organize your business finances
- Market your product or service
- Plan for future growth
- Use technology to advance your business

Who should attend:
- Small business owners
- Prospective small business owners
- Consultants
- Those involved in banking, accounting and other business services

Starting Your Own Business

Learn the key elements for small business success including funding, marketing, financial management and legal factors. Focus on how to bring these elements together to develop a business plan. This two-part course will take students through the steps required to actually create a winning business plan. This is a prerequisite for Writing Your Business Plan.

0.6 CEU. Tuition and fees: $80
XBA802-084483 Jan 20-Jan 27
2 sessions W 6-9pm
Jerry Rovner, MCCC Instructor

Comprehensive QuickBooks™

**Prerequisite:** Finance for Non-Financial Managers or basic understanding of accounting. This course is a combination of Introduction and Intermediate QuickBooks featuring: entering and paying bills, using credit cards/other asset and liability accounts, tracking and paying sales tax, payroll, estimating, time tracking and job costing.

**Textbook is optional. Available in college bookstore.**

1.5 CEU. Tuition and fees: $295 (tuition and fees: $142; lab fees: $153)
XCA148-084484 Jan 11-Feb 22*
5 sessions M 6:30-9:30pm
*Class will not meet Jan 18, Feb 15
XCA148-084485 Jan 28-Feb 4
3 sessions Tu,Th 9:30am-3pm
Carla Fallone, MBA
The Marketing Plan
Jump starting a new business or improving the profitability of an existing one requires a well thought out Marketing Plan. Learn how to compose a simple, step-by-step plan that will guide your business to success including: how to identify and locate customers, position a business properly, and determine proper pricing strategies and budgets. We will review successful sales techniques, how to locate “hidden” markets, and how to win back lost clients. Advertising, direct mail and publicity techniques, as well as promoting your website on and off the web will be addressed.
0.3 CEU. Tuition and fees: $40
XMS800-084454 Feb 3
1 session W 6:30-9:30pm
Martin Mosho, MCCC Instructor

Choices in Legal Formation
Examine the elements of each legal form for your business. Learn the difference between sole proprietorship, partnership, S and C corporations and the widely used LLC. An industry expert will guide you through some of the initial legal considerations for your business and tell you how to make the most of your professional advisory team (attorneys, accountants and business consultants).
0.6 CEU. Tuition and fees: $80
XBA803-084456 Feb 9-Feb 16
2 sessions Tu 6-9pm
Kevin Pollock, J.D., LL. M.

Recordkeeping for Small Businesses
"Information Systems" is the term used for financial and accounting systems. Small business owners need current and accurate information to make effective business decisions. Learn how to choose financial and accounting systems that meet federal and state tax requirements that are cost efficient and provide useful business information.
0.6 CEU. Tuition and fees: $80
XBA836-084486 Mar 1-Mar 4
2 sessions M,Th 6:30-9:30pm
Carla Fallone, MBA

Writing the Business Plan
The details of putting your preliminary business plan together are presented. Topics include: franchising, how to do more with less capital, and case studies highlighting the do's and don'ts of business planning.
0.6 CEU. Tuition and fees: $80
XBA804-084487 Mar 3-Mar 10
2 sessions W 6-9pm
Jerry Rovner, MCCC Instructor

How to Survive and Thrive in a Down Economy
Learn new ways to reach new heights with your small business in this down economy, five sure-fire, no-cost strategies, twenty inexpensive ways to grow your business, and ten effective ways to market in 2010.
0.3 CEU. Tuition and fees: $40
XMS105-086467 Mar 15
1 session M 6-9pm
Ellen Silverman, MCCC Instructor and Marketing Consultant

Understanding Financial Statements
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.
0.3 CEU. Tuition and fees: $40
XBA831-084488 Mar 18
1 session Th 6:30-9:30pm
Carla Fallone, MBA

Taking on Debt for Growth: Why Borrow Money?
Having sufficient capital in your business is a key to achieving operating success. Learn about the most popular loans and negotiation techniques to get better deals and learn when it is appropriate to take on debt. Find out why one lender will reject your application while another will accept it, and develop ways to anticipate what your lender will require from you. Measure the true cost of a loan, including those hidden charges.
0.3 CEU. Tuition and fees: $40
XBA839-084489 Apr 12
1 session M 6:30-9:30pm
Carla Fallone, MBA
Start a Home-Based Business with Little or No Money
This two-hour program is of great value to anyone interested in learning the steps to start a successful home-based business. Learn the basics of what products or services to sell. Review proven sales and marketing techniques to reach large audiences. How to promote your website, opportunities on eBay, effective use of the internet, and shipping and mailing items from your home will be discussed. 0.2 CEU. Tuition and fees: $25
XBA158-084490   Feb 17
1 session   W   6:30-8:30pm
Martin Mosho, Business Consultant

The Self Employment Assistance (SEA) Program
An intensive six-week, 60-hour, daytime training program for those who would like to start their own business. Topics include: developing business and marketing plans, taxes, recordkeeping, and legal formation. Classes begin periodically. Courses can be applied to the Small Business Management Certificate. Call 609-570-3530 for information.
Tuition and fees: $900.
Note: If you are currently collecting unemployment benefits, call your local One-Stop Center regarding financial assistance and eligibility.

Real Estate
Please note: You must be 18 years of age, have the equivalent of a high school education, and complete the state required 75-hour course before you can apply for a NJ State Real Estate Salesperson’s License. A criminal background check is required by the State of New Jersey prior to licensing.

Real Estate Pre-Licensing
A state-required 75-hour course that provides the fundamentals of contracts, mortgages, deeds, title, closings, property interests and a comprehensive study of current real estate disclosure requirements along with math exercises and test taking guides. Upon satisfactory completion, each student receives a candidate guide and certificate to enable them to register for the NJ State Exam. Employment opportunities are found in real estate firms, lending institutions, property management firms, appraisal companies and government. Please pick up the textbook at Conference Center Registration Desk prior to Friday, February 12. (Note: Please bring a lunch — cafeteria closed.)
7.5 CEU. Tuition and fees: $490 (includes book fee $40)
XCP280-084466   Feb 13-Apr 24*
10 sessions   Sa   8:30am-4:30pm
*Class will not meet Apr 3
Loretta Smith, MCCC Instructor

How to Buy Foreclosed Properties
See pg. 60 for course description.
Tuition and fees: $60
XBA107-084467   Jan 23
1 session   Sa   9am-12pm
Steven Waniak, Real Estate Consultant

Small Business Counseling
Now Available at MCCC!
The Small Business Development Center of The College of New Jersey, funded by the US Small Business Administration and NJ Commerce Commission, offers one-to-one confidential and group counseling (at no charge) by specialists and private industry consultants in areas of finance, marketing, strategic planning, business plan development, Internet related issues, government procurement, and sales.
To schedule your free one-on-one counseling appointment at Mercer, call 609.771.2947.

Phone: 609.570.3311    Fax: 609.570.3883
www.mccc.edu/ccs   ComEd@mccc.edu
Career Transition

New Jersey State Certified Animal Control Officer

**Topics covered:**
- Animal behavior
- Handling techniques
- State animal welfare
- Wildlife laws
- Investigative report writing
- Courtroom testimony
- Shelter regulations

This course meets the requirements of N.J.A.C. 8:23A-2.2. Successful completion includes both the classroom component and a 20-hour field experience, required in order to be appointed as an Animal Control Officer by a New Jersey Municipality, and which is often required to work in shelters and other animal welfare agencies. Additional certifications you receive are American Red Cross Pet First Aid and Incident Command Systems 100 and 700. (Note: Please bring a lunch — cafeteria closed.)

Tuition: $749
XCP340-084491 Jan 30- Mar 13
7 sessions Sa 9am-5pm
John C. Saccenti, Career Development Institute

Animal Cruelty Investigator

This course allows participants seeking a career in animal welfare to receive the second New Jersey Department of Health and Senior Services certification offered in this field. Additionally, the Animal Cruelty Investigators course is approved by the New Jersey Police Training Commission and meets the requirements of N.J.A.C. 8:23A-2.6. Successful completion of this course and the Animal Control Officer Course is required in order to be appointed as an Animal Cruelty Investigator by a New Jersey Municipality. Enrollment is open to any person 18 years of age or older. There is no requirement for prior experience or training to attend this class. Anyone interested in animal welfare personally or as a profession should attend.

Content includes animal cruelty statutes, arrest search and seizure, interview and interrogation, use of force, evidence identification and collection, handcuffing and search techniques and observation and perception. (Note: Please bring a lunch — cafeteria closed.)

Tuition: $699
XCP123-086156 Mar 27-May 15*
7 sessions Sa 9am-5pm
*Class will not meet Apr 3
John C. Saccenti, Career Development Institute

Achieving Success: Maximizing Your Natural Strengths

**Know Thyself! Preparing for Career Transition**
In these difficult economic times, focusing on natural strengths can give you an edge in keeping the job you have or getting the job you want. Learn your temperament type by taking a simple but widely accepted psychological test. Then learn how your temperament determines which jobs best suit your innate skills and why. The course examines how your temperament affects your communications, decision making, and problem solving. The last session will explore actual careers and skills that are attractive to your temperament. The most successful people know themselves, focus on their strengths, and abandon what doesn’t come naturally—no explanations, no excuses. This course will teach you how.

1.0 CEU. Tuition and fees: $120
XCP178-084492 Mar 3-Mar 24
4 sessions W 6:30-9pm
Amelia M. Willson, Myers-Briggs certified

Business Etiquette for the 21st Century

Present yourself with confidence at job interviews, meetings, business functions - anytime you are in the public eye! Telecommuting, email and phone etiquette, interviewing tips, dressing appropriately and dining tips will all be covered.

0.2 CEU. Tuition and fees: $35
XMC110-086154 Mar 18
1 session Th 7-9pm
Mary Harris - Etiquette Consultant

Spring Program Information Session!
(See pg. 2 for more details)
Tues., December 1, 2009 - 6-8pm
The Conference Center