



Veterans who are interested in pursuing this certificate should contact Mariette Kalinowski at SgtMKSKi@gmail.com, to learn more about using GI Bill benefits towards this program.

About the Certificate Program

The Small Business and Entrepreneurship Certificate Program will help you utilize your military leadership experience to create your own business. You will be learning ways in which an entrepreneur develops and provides meaningful services for others. This certificate program will teach you how to infuse the U.S. economy with your talent and expertise and create for yourself a lifelong means of success.

This certificate program has been developed in partnership with the Project for Return and Opportunity in Veterans Education (PROVE) sponsored by the Hunter College School of Social Work. Together, Continuing Education and PROVE are committed to expanding the range of educational possibilities offered to veterans by the City University of New York. We can provide customized, on-site training. Please contact our office for more information.

About PROVE

The Project for Return and Opportunity in Veterans Education began in 2007 and serves as a primary means of support for veterans as they transition from military service to student life. PROVE helps remove academic, social and emotional barriers facing veterans when transitioning from military to student life.

Tuition

The cost of the program is \$2,350. If you, as a veteran, receive educational benefits, those benefits will cover the program. This is an accredited certificate program, which allows the Hunter College Continuing Education certifying official to confirm your enrollment with the Veterans Administration.

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CERTIFICATE IN SMALL BUSINESS AND ENTREPRENEURSHIP

This certificate has been designed especially for veterans and will equip you with the knowledge and skills to translate your talent, passions and discipline into your own business.

Just as a proper national defense requires trained personnel, small businesses require competent individuals who are motivated and prepared to continue shaping their country and themselves.



www.hunter.cuny.edu/ce



Program Requirements

This program consists of 6 required courses all students must take and 2 electives from the additional offerings. Not all course offerings are available each semester.

Required Courses

Accounting Basics for Non-Accountants

This course is intended to provide beginners with a foundation in the concepts of financial accounting. Topics include setting up general ledger systems, essential financial processing systems, concepts of accounts receivable and accounts payable systems, and general ledger accounting. Note: Students must have basic computer skills.

Understanding Business

This course is intended to provide an overview of general business principles. This course will introduce students to the environment in which business is transacted in modern times by presenting an overview of functional areas of business and the basic concepts of the business world.

How to Start a Small Business

This course is designed to teach the “What, Why, and How” of entrepreneurship. In short, students learn about the personal attributes of successful entrepreneurs and are given the opportunity to put their ideas into focus by conducting the research needed to develop an action plan and prepare a presentation of this research to prospects. By the end of the course, students will demonstrate the knowledge and skill-sets needed to start a business. Prerequisite: Understanding Business

Successfully Marketing and Promoting Any Business

As the adage goes that the most important thing about real estate is location, location, location... well, the most important part of running a business is marketing, marketing, marketing. No matter what business or industry, every successful business must know how to communicate effectively with their target market and promote and publicize the products and services that they offer. This course will arm you with documents and tools to prepare you for success.

Participants learn the Four Ps of marketing-Product, Place, Price, and Promotion- and ways to apply them to their business/profession. It also helps professionals learn unique ways to promote their products and services to customers in a way that will break through the communications clutter.

Introduction to the Sustainable Company

Green is good for business. This course will cover the traits of a sustainable organization from corporate environmental policies to the setting of measurable, attainable goals through corporate sustainability reporting. What makes an organization sustainable? What are the best practices for a sustainable business? Whether your organization is a for-profit, non-profit, a large company or small one, the best practices covered in this course will apply to all sustainable organizations.

Business Law for Small Business Owners

This course is designed to familiarize the student with the law as it affects business personnel and activities. A study of basic legal principles and procedures in addition to such topics as the origin and kinds of law, the law of contracts, sales, commercial paper, and of agency and employment will provide the student with an understanding of the rights and duties of individuals and businesses.

Electives

Bookkeeping & Budgeting

This course is recommended for those who may be responsible for budgets and budgeting at work, in their small business or for their organization. The course will cover topics such as the basics of bookkeeping, organizing ledgers, working with spreadsheets to create and manage budgets, and budget projections.

Business Writing

In this course, students will analyze, practice, and improve their skills in written business communication, including business letters, reports, memos, summaries, email messages, and meeting minutes. The course will also address grammar and specialized business terminology to enhance professional communication.

Computer Keyboarding and MS Office

Learn all the basics of Microsoft Office. Tips and shortcuts is the theme of this workshop. Completing basic tasks in Office 2000, including saving, previewing, and managing files will be covered. We will explore Microsoft Word, Excel, PowerPoint and Access. This course teaches students how to use the standard keys, functional keys and number key pad on the computer keyboard. You learn hand position, body posture, keyboard rhythm, keyboard speed, typing accuracy, letter styles, and envelope forms.

Creating a Web Page with HTML

Learn how to develop web pages using the hypertext mark-up language (HTML). Developing interactive and dynamic web pages is the goal of this course. Prerequisite: Experience with web browsers and the internet is required.

How to Supervise

This workshop focuses on standard practices, as well as the changes that have taken place in the last decade. Topics include: interacting positively through effective communication with managers and subordinates, identifying and coping with difficult personnel, developing strategies to ensure teamwork, and implementing techniques that foster constructive change. The essentials of supervision, planning, directing, organizing and controlling will be discussed using participant concerns in these areas.

InDesign for Beginners I

Learn this popular graphic design program from a computer graphics professional in a relaxed, fun classroom atmosphere. In this course, students will learn to set up documents, work with text and type styles, add color, work with tables, use transparency and other effects, and bring in graphics to your InDesign projects.

