Why Enroll?

Small business is critical to the United States economy. Whether you want to open a traditional store-front, a home operation, an online venture, or simply learn the foundations of business, this certificate equips you with the knowledge and skills you need.

Entrepreneurship has many benefits other than working for oneself. Entrepreneurs and small family-owned businesses have the opportunity to create jobs and improve work/life balance. The role of the entrepreneur and the small business owner is highly creative and innovative, and their businesses can lead to flourishing communities.

If you’ve considered working for yourself or enhancing your small business knowledge, the Small Business and Entrepreneurship Certificate at Hunter’s Continuing Education Programs will be your guide.

Summer 2019 at CEP:

CEP’s Summer semester runs from June 1 to August 11. Classes do not meet on major holidays - please note skip dates.

The Small Business Open House will be held on:
Thursday, May 23, 2019 @ 6pm
RSVP by phone or online at http://bit.ly/CEP_RSVP

www.hunter.cuny.edu/ce/certificates/business-certificates/small-business

Course Schedule

These courses are required as part of the certificate program and may also be taken on an individual basis.

**Required Courses:**

- **Understanding Business (SBUNDBUS)**
  Mon. & Wed. 6:30 - 9:00pm; 6/3 - 7/24 (16 sess.)

- **How to Start a Small Business (SBSMABUS)**
  Not available this semester

- **Bookkeeping and Budgeting (BOOBUD)**
  Not available this semester

- **Business Writing (BUSWRI)**
  Sat 9:30 - 11:30am; 6/8 - 7/20 (6 sess.) Skips 7/6

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

Small Business & Entrepreneurship

www.hunter.cuny.edu/ce
Certificate In Small Business & Entrepreneurship

Registration & Tuition:

The Certificate In Small Business and Entrepreneurship consists of 4 required courses. Tuition for the certificate is $2,500 plus a one-time $35 registration fee, or you can register for each course individually plus the registration fee per semester. Payment plan options are available for students who register in person.

To register for courses online, visit our online registration portal. You may browse courses and register as a new or returning student. Certificate students, please visit or contact the registration office to select your course schedule per semester.

Students Can Expect:

Students in the Small Business & Entrepreneurship certificate cultivate their business plans from infancy to execution. They are expected to complete lab assignments and field work, and learn how to evaluate their ideas for profitability and create financial projects, work toward financing their business plans, and present their business plan to experts in the field. Our students learn the know-how and establish the relationships needed to launch their businesses.

Prerequisite: Understanding Business

Required Courses:

Understanding Business $1100 (SBUNDBUS)
This course demonstrates what it means to be an entrepreneur, and explores basic concepts and principles that lead to a successful business. Students gain an opportunity to turn their passion into a real-world business plan, and an outline of the tools and steps necessary to turn their ideas into a viable business. Topics include: SWOT Analysis, Porter’s 5 Forces, Smart Action Plan, Competitive Analysis and Industry Research. By the end of this course, students learn how to build a basic business plan, create a basic website and marketing materials, and deliver presentations about their business ideas.

How to Start a Small Business $1100 (SBSMABUS)
This course delves into building a comprehensive business plan including marketing, objectives, operations and financial. Students will develop their ideas, finalize and execute their pitch, complete field work and network with other business entrepreneurs and investors, build a financing roadmap including understanding loan packages and work toward acquiring a business loan, and present their real-world plan to experts in the field. By the end of the course, students are prepared to start their businesses.

Prerequisite: Understanding Business

Bookkeeping & Budgeting $450 (BOOBUD)
Learn the basics of bookkeeping, organizing ledgers, creating and managing budgets using spreadsheets, and budget projections.

Business Writing $350 (BUSWRI)
In this course, students analyze, practice, and improve their skills in written business communication, including business letters, reports, memos, summaries, email messages. The course also addresses grammar and specialized business terminology to enhance professional communication.

Textbook: “Business Writing What Works What Won’t” by Wilma Davidson