

CERTIFICATE IN ENTREPRENEURSHIP

Starting your own business is a major decision, but one that can be very rewarding. The Lehman College Entrepreneurship program offers you the opportunity to gain the knowledge and acquire the skills to successfully start a new business or enhance an existing venture. Learn how to write your business plan. Find out how to access capital. Lehman's program will help you understand how to manage your business and navigate today's challenging economy. Experienced professionals guide you through the legal, financial, and day-to-day aspects of being a successful business owner.

Lehman's carefully designed coursework takes you step-by-step through the entire process. Lehman can help you build the foundation for a new business venture and continue to work with you to help it grow. Only Lehman College can offer you the comprehensive program you need to reach your goals!

The Lehman College Entrepreneurship program allows you to earn a certificate or take individual courses to learn from practitioners what it takes to be a successful entrepreneur. Entrepreneurship classes meet Mondays and Wednesdays from 6:30-8:30 pm at CUNY on the Concourse (COTC).

CERTIFICATE PROGRAM 4 REQUIRED COURSES: \$220

Starting Your Own Business SBD 75

Financing Your Small Business SBD 76

Marketing & Advertising Your Small Business SBD 83

Tax Essentials for Small Business CFM 54

Recommended:

Advertising on the Internet: Facebook, Twitter and More PCW31

Introduction to International Trade/Import and Export Business ITR 01

Program certification: In order to receive a program certificate, students must complete a program application (\$25), successfully complete all course requirements listed at the time of applying, and submit a certificate request form (\$4). Visit www.lehman.edu/ce to download application, certificate request form and for more information.



FREE CAREER INFORMATION SEMINARS:

SATURDAY, AUGUST 24, 10:30 AM

WEDNESDAY, SEPTEMBER 11, 6:30 PM

LEHMAN COLLEGE MUSIC BLDG, 1ST FLOOR DINING ROOM

Starting Your Own Business

SBD 75/\$69 (5 sessions) COTC

Thinking of starting your own business? This course will get you started on the road to setting up a small business. It will give you the tools to assess whether the business can be viable and provide an introduction to the business structure. You will also learn how to create a business plan. The final session is a meeting with a small business advisor to review your business plan and answer specific questions.

Mon/Wed 6:30-8:30 pm Sep 30-Oct 16 (no class Oct 14)

Financing Your Small Business

SBD 76/\$59 (4 sessions) COTC

This course provides participants with essential information necessary for starting, operating and financing a small business. Topics include: financial statement projections and analysis; cash flow projections; loan structuring and loan packaging; and sources of capital to start your business. The final session includes a meeting with a small business advisor to review your business plan and financial projections and next steps for your business.

Mon/Wed 6:30-8:30 pm Oct 16-28

Marketing & Advertising Your Small Business: Establishing Your "Brand"

SBD 83/\$59 (4 sessions) COTC

One of the key factors in having a successful business is to know how to market and advertise your product or service. No matter how great your business is, if you don't let people know about it, you can't sell it! Learn how to package and price your business, target your market and about various forms of advertising, promotion and distribution in this practical course - a must for the business owner!

Mon/Wed 6:30-8:30 pm Nov 4-13

Tax Essentials for Small Business

CFM 54/\$59 (3 sessions) COTC

This course reviews the rules and regulations concerning the taxation of business entities, such as individual proprietorship, partnerships and corporations. It is essential for anyone who owns/operates their own business as well as bookkeepers or accountants who are interested in learning more about business taxation.

Mon/Wed 6:30-8:30 pm Nov 18-25

Advertising on the Internet: Facebook, Twitter and More

PCW 31/\$59 (2 sessions) LEHC

Prerequisite: PCW 22/40 Basic Computer Skills or equivalent

Learn how to utilize social media to promote your business and gain Web exposure for your enterprise. The course will give you the tools to advertise on the Web and analyze social networking communities such as Facebook, LinkedIn and Twitter. You will learn how to integrate these tools into your marketing and advertising efforts and develop a social networking strategy for your business.

Mon/Wed 6:30-8:30 pm Dec 2-4

Introduction to International Trade/ Import and Export Business

This comprehensive course covers the primary topics required for those seeking the Certified Global Business Professional Certification granted by NASBITE (North American Small Business International Trade Educators) such as:

- How to identify cultural, economic, political and social influences in the international business arena;
- Basic concepts of multinational financial management and the impact of foreign exchange on cash flow;
- Legal, political, and economic frameworks of international markets, including the euro and euro currencies markets;
- Key issues of international banking operations;
- Central concepts in U.S. regulation of imports and exports; and
- Cross-cultural issues and key factors in import/export businesses.

ITR 01/\$79 COTC (4 sessions)
Tue 6:30-8:30 pm Oct 15-Nov 5

Wedding and Event Planner Certification

WPC 01/\$945 (10 sessions) COTC



The Wedding and Event Planning Certification course includes planning, coordinating and directing weddings, as well as a study of the business structure, documentation information, contracts, how to work with vendors, marketing and how to work with prospective brides and grooms.

**Fee includes textbook, online access in addition to classroom instruction, testing and national certification from the Wedding Planning Institute. Students interested in establishing their own businesses will be able to take advantage of Lehman's wraparound business services and advisement at no cost.*

NO DISCOUNTS APPLY TO THIS COURSE.

Tues 6-9:30 pm Oct 8-Dec 10



Beauty Techniques & the New Revolution

*Hairstyling & Haircutting/Skin Care/
Make-up/Manicure & Esthetics*



This program is taught by Charito Cisneros, a cosmetologist professional for 32 years and the founder/president of the New York Hispanic Cosmetology & Beauty Chamber of Commerce. She is a leader in the Hispanic community, and hosts her own television program. She has also appeared on Telemundo, Radio "La Mega" and Univision. Students may register for individual classes or complete the program. *NOTE: These courses are conducted in English; Spanish translation available Call 718-960-8512 for more information.*

Haircutting 1: Beginner

BIC 16/ \$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Sep 23, 24, 25

Haircutting 2: Special Occasions

BIC 11/\$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Oct 7, 8, 9

Haircutting 3: Advanced

BIC 17/\$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Oct 21, 22, 23

Haircutting 4: Different Techniques

BIC 18/\$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Nov 4, 5, 6

Haircutting: Using a Razor (Barber): Level 1

BIC 14/\$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Nov 18, 19, 20

Haircutting: Using a Razor (Barber): Level 2

BIC 15/\$75 (3 sessions) COTC
Mon-Wed 6:30-9 pm Dec 2, 3, 4

COMING IN SPRING 2014:

**Skin Care 1: Beginner and Skin Care 2: Advanced
Makeup 1: Beginner and Makeup 2: Advd for Stage
Manicure 1: Beginner and Manicure 2: Artificial and
3-D Encapsulated Nails**