

SMALL BUSINESS (145)

145-100. Intro to Entrepreneurship. (3 Credits)

Designed for students and other entrepreneurs interested in exploring the world of entrepreneurship, learn the step-by-step process for starting a small business venture. Develop a solid understanding of important start-up concepts including business evaluation, planning, financing, organizing, licensing, franchising, sales, marketing and other important topics; special emphasis is placed on avoiding the many pitfalls that real-world entrepreneurs face. Gain personal insight into what it really takes to succeed today as an entrepreneur, through classroom discussions, guest speakers, video clips and other practical, hands-on activities. Access to Starting My Own Business online text provided.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=100>)

145-400. Organize Business Finances. (1.2 Credits)

Learn how to set up your business financial system right from the start. Establish a system of checks and balances for your business and organize a proper filing system to keep your business out of trouble. Understand the terms and procedures of computerized bookkeeping systems as well as the basics of bookkeeping without being an accountant.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=400>)

145-401. Understanding Business Taxes. (0.6 Credits)

Designed for anyone in a small business or anticipating starting a small business. Local, state and federal taxes, including payroll taxes, pertaining to small business will be discussed. Necessary forms and locations of offices for tax information will also be provided.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=401>)

145-404. Business Tax Deductions. (0.6 Credits)

Successful entrepreneurs never miss an opportunity to capitalize on business tax deductions they are entitled to. The key to maximizing your net profits is to understand what is a legal deduction and what is not. Learn how to capture every legal business deduction available to your small business entity while avoiding the typical mistakes that are the downfall of many entrepreneurial ventures... and gain the confidence you need to stay compliant with these complex governmental regulations.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=404>)

145-417. Social Media for Business. (1.2 Credits)

Is marketing through social media right for your business? In this series of four classes, you'll develop a social media strategy to take advantage of social networking websites such as Facebook, Twitter, LinkedIn, YouTube and others. With instructive examples from leading companies, students will also learn a variety of creative techniques for managing their online reputation and identity in today's digital marketplace.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=417>)

145-419. LinkedIn Marketing. (1.2 Credits)

Harness the power of LinkedIn, the world's best professional social media platform, to substantially increase your marketing reach and grow your small business! In this computer-based, hands-on class, you will learn how to create and optimize your LinkedIn profile, expand your professional network, position yourself as an expert in your field, and tap into this free social media platform to consistently reach prospects and clients. Leverage the power of LinkedIn to expand your brand and propel your growth!

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=419>)

145-445. FaSTart Workshop. (0.4 Credits)

Get the step-by-step guidance needed to launch a new venture in this 4-hour informal workshop. Meet other entrepreneurs who are trying to get their small business off the ground and learn the "ropes" from an expert that can answer: What are the differences between LLC's and Corporations? What licenses and permits are needed? Is a business plan needed? Is financing available? What other resources are available? Every aspiring entrepreneur should attend the basic FaSTart Workshop plus the courses in the Small Business Certificate program.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=445>)

145-451. How to Start a Food Business. (0.4 Credits)

Have you created an amazing food product or discovered Grandma's secret recipe that your friends and family just rave about? Do you have the passion, desire and motivation to start your own food business, but have no idea where to start? In this fast-paced, four-hour workshop, learn from an experienced food entrepreneur the step-by-step process of starting a business, including licensing/permitting requirements, health regulations, logistical/legal issues, packaging/labeling guidelines, commercial kitchen rental options and much more. Go from the kitchen table to the next level!

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=451>)

145-460. Business Plan Development. (1.6 Credits)

A business plan is a comprehensive written document outlining the operational and financial steps critical to every start-up or established small business. Like a roadmap, a well-written plan helps you determine where you are, where you want to go and how you are going to get there. This course will provide you with the tools, techniques and expert guidance you need to write your own plan, access capital and dramatically increase your odds of business success.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=460>)

145-463. Small Business Insurance. (0.3 Credits)

Insurance coverage for a small business is often misunderstood or overlooked. Protect your business by making yourself aware of the various types of insurance needed by your business. These coverages will include property, casualty, liability and employee.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=463>)

145-472. Law for Business Owners. (1.2 Credits)

Learn about the wide range of important legal issues that affect small business owners. Topics include business formation, corporations and LLCs, protecting personal assets, relations among business partners, negotiating and drafting contracts, employee relations, government regulations, negotiating leases, security interests and liens, obtaining and collecting judgments, protecting intellectual property, buying and selling businesses and many other critical topics.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=472>)

145-482. Marketing Mastermind. (2.4 Credits)

As a serious micro entrepreneur, you know success hinges on your ability to develop simple marketing/sales strategies that are easy to implement, immediately effective and designed to help you get clients NOW! Learn how to identify your niche market, attract clients to your business, charge what you are worth, create a website that sells, make compelling offers, craft your sales story, leverage product/service packaging, create a talk that sells, get speaking gigs, build a rock star team and much more.

Take action now and commit to mastering the art and science of simple marketing to take your micro business from start-up to explosive growth!

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=482>)

145-487. Small Business Website Design. (0.6 Credits)

This is the perfect course for entrepreneurs with no formal website design experience. While you will NOT be creating your actual website in class, you will learn how to use WordPress, a powerful free content management software that allows you to design your website with point and click ease. You'll also learn the principles of good website design, how to find affordable professional photography and how to integrate social media and other third party content into your site. We'll also introduce you to various content development techniques and low-cost software programs that not only add value for your customers, but will differentiate your business in today's crowded digital marketplace.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=145&num=487>)