



North Hennepin
Community College
Adult Education & Training

ENTREPRENEURSHIP

COMMUNITIES OF *Color*

CERTIFICATE PROGRAM

Are you an entrepreneur looking for ways to sustain or grow your business? Whether a prospective or existing entrepreneur, the Entrepreneurship Communities of Color (ECC) certificate program will provide the educational foundation needed for business success. These 7 sessions will meet bi-weekly over the course of 13 weeks and will include entrepreneurship, communication, finance and marketing. These sessions are geared towards removing the cultural barriers to entrepreneurial success. Learn to maximize and sow seeds of sustainability. For dates and pricing, please visit our website: www.nhcc.edu/cect

ECC Trak I

It is designed to highly educate the essential skills needed for the beginning entrepreneur in order to gain basic methods and concepts needed that an entrepreneur may be lacking within a business realm, the course objectives include:

Basics of Entrepreneurship

- Knowing what's required to start and run a business
- Determining viability of a business
- Qualifications needed to run a business venture
- Tips on running a successful business venture

Basics of Communication

- Understand how to present a powerful first impression
- Develop an effective elevator pitch
- Gain the skills needed for successful verbal and non-verbal communication
- Gain the skills needed to craft effective business communication documents

Basics of Finance

- Learn the basics of business financing
- Understand the credit process for small business
- Understand how to interpret and analyze financial statements

Basics of Marketing

- Review and discuss what components are in a business plan
- Understand what SMART goals are and business objectives
- Understand and review what branding is and how to identify a brand for your business



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ECC Trak II

It is designed to support and grow the essential skills needed that an entrepreneur may be lacking in order to sustain their current business by assisting the entrepreneur with other key components within the business realm, the course objectives include:

Strategies of Entrepreneurship

- Knowing what's new or changed in order to continue to run a business
- Understand where your credit is today
- Understand what additional qualifications or certifications are needed to run a business
- Knowing if your business is still viable

Strategies of Communication

- Understand how to present a powerful lasting impression (sustaining the relationship)
- Develop an effective elevator pitch for the “*right*” audience
- Gain the skills needed for successful verbal or nonverbal communication
- Gain the skills needed to craft effective business communication documents

Strategies of Finance

- Developing a financial plan
- Learning how to obtain outside funding for a business
- Understanding the types of financial sources and types of funding available for a business

Strategies of Marketing

- Develop and/or Review a business plan
- Develop **OGSP** for a business plan
 - **O**bjectives, **S**MART **G**oals, **S**trategy, **P**lans/Tactics
- Identify, Evaluate, and Develop marketing strategies
- Learn how to measure marketing campaigns