

## SMALL BUSINESS DEVELOPMENT: CERTIFICATE IN ENTREPRENEURSHIP

### FREE CAREER INFORMATION SEMINARS

SATURDAY, AUGUST 27, 10:30 AM,

WEDNESDAY, SEPTEMBER 7, 6:30 PM,

LEHMAN COLLEGE MUSIC BLDG, 1ST FLOOR DINING ROOMS

Thinking of starting your own business? Restaurant; beauty salon; day care center; import-export business; retail store; franchise; income tax service; computer repair; bakery; limo service; medical billing service; laundry or dry cleaner; janitorial service; financial services business or any other type business, then the Lehman College Small Business education series is the place to begin.

- Earn a Certificate in Entrepreneurship in four months - \$570\*
- Choose one or more of 3 SBD Modules to successfully strengthen or start your own business!
- Choose one or more courses to enhance your skills.

Classes start September 26th.

Classes meet weeknights from 6:30-8:30 pm at  
CUNY-on-the-Concourse, 2501 Grand Concourse, 3rd floor.

#### MANAGEMENT MODULE \$275

Starting Your Own Business: Developing Your Business Plan SBD 75

Financing Your Small Business SBD 76

Hiring and Retaining the Right Employees SBD 92

#### ACCOUNTING MODULE \$215

Business Math & Bookkeeping Essentials for Small Business SBD 88

Taxation Essentials for Small Business CFM 54

#### MARKETING MODULE \$80

Marketing & Advertising Your Small Business SBD 83

#### RECOMMENDED:

Applications in Accounting: Quickbooks CFM 39

Advertising on the Internet: Facebook, Twitter, LinkedIn & More PCW 31

Students enrolled in the Lehman classes have the added advantage of benefiting from the expert advice of the counselors in the Small Business Development Center, conveniently located on the Lehman campus. The SBDC's expert counselors help you secure financing for your new business, obtain scholarships/funding for tuition to gain the knowledge you need to operate a successful small business, and offer a full complement of free workshops to enhance and expand your knowledge of what is involved in owning and operating a successful small business. Earn a certificate in Entrepreneurship and get your business started!

Visit the SBDC on campus or online at [www.syssbdc.org](http://www.syssbdc.org) to learn about their workshops, special programs and counseling services: [sbdc.bronx@lehman.cuny.edu](mailto:sbdc.bronx@lehman.cuny.edu) 718-960-8806.

*\*does not include registration fee.*

## Starting Your Own Business: Developing Your Business Plan

SBD 75/\$115 (6 sessions) COTC

Mon/Wed 6:30-8:30 pm Sep 26-Oct 19 (no classes Sep 28, Oct 10)

## Financing Your Small Business

SBD 76/\$80 (4 sessions) COTC

Discover the right way to seek financing for your startup or existing business from expert advisors and members of the banking community. Topics to be discussed include: basic financing principles; sources of borrowing: micro-loans, non-traditional financing, SBA loans; the loan application; putting together a quality loan package.

Mon/Wed 6:30-8:30 pm Oct 24-Nov 2

## Hiring and Retaining the Right Employees

SBD 92/\$80 (4 sessions) COTC

Sec 1: Mon/Wed 6:30-8:30 pm Nov 7-16

Sec 2: Tue/Thu 6:30-8:30 pm Oct 4-13

## Business Math & Basic Bookkeeping Essentials for Small Business

SBD 88/\$135 (7 sessions) COTC

Mon/Wed 6:30-8:30 pm Nov 21-Dec 14 (no class Nov 23)

## Tax Essentials for Small Business

CFM 54/\$80 (4 sessions) COTC

Mon/Wed 6:30-8:30 pm Jan 4-18 (no class Jan 16)

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

SBD 83/\$80 (4 sessions) COTC

Mon/Wed 6:30-8:30 pm Jan 23-Feb 1

## Applications in Accounting: QuickBooks *See page 4.*

## Advertising on the Internet: Facebook, Twitter, LinkedIn & More

PCW 31/\$120 (4 sessions) COTC

Wed 6:30-8:30 pm Oct 12-Nov 2

## NEW Introduction to International Trade

ITR 01/\$250 COTC (8 sessions)

This comprehensive course covers the primary topics required for those seeking the Certified Global Business Professional Certification granted by NAS-BITE (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.
- Cross-cultural issues and key factors in import/export businesses.

Mon 6:30-8:30 pm Oct 3-Nov 28

## NEW Credit Restoration

CRE 01/\$99 COTC (5 sessions)

Learn the steps to establishing good credit; basic financial literacy and budgeting; steps in restoring credit and improving your credit score; your rights with credit bureau and creditors.

Mon 6:30-8:30 pm Oct 3-Nov 7

## Becoming the Boss... A Hands-on Approach to Entrepreneurship

SBD 91/\$405 LEHC (16 sessions)

Wed 6-8:40 pm Aug 31-Dec 21



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## Beauty Techniques & the New Revolution

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

This program is taught by Charito Cisneros, a Cosmetologist Professor for 32 years and the Founder/President of the New York Hispanic Cosmetology & Beauty Chamber of Commerce. She is also a leader in the Hispanic community, and hosts her own television program. She has also appeared on various shows including Telemundo, Radio "La Mega" and Univision. All classes are held at CUNY on the Concourse (COTC), 2501 Grand Concourse, 3rd floor, Bronx, NY 10468.

Students may register for individual classes or complete the program. Program Tuition: BIC 10/\$665. Register for all 3 classes and save \$50!

### CERTIFICATE PROGRAM REQUIRED COURSES:

Haircutting & Hairstyling for Special Occasions BIC 11

Skin Care & Make-Up BIC 12

Manicure & Artificial Nails BIC 13

### Haircutting & Hairstyling for Special Occasions

BIC 11/\$295 (12 sessions) COTC

Mon-Thu 6:30-9 pm Oct 3-Oct 24

### Skin Care and Make-up

BIC 12/\$295 (12 sessions) COTC

Mon-Thu 6:30-9 pm Oct 31-Nov 17

### Manicure & Artificial Nails

BIC 13/\$125 (4 sessions) COTC

Mon-Wed 6:30-9 pm Nov 21-29 (no class 11/23)

## ENTREPRENEURSHIP PROGRAMS

### Beauty, Barbering & Spa Salon Operation Beauty Techniques & the New Revolution

### Wedding & Event Planner Certificate Course

See page 18.

### Family Child Care See page 17.

### Music Business (online) See page 24.



Charito Cisneros, Founder/President,  
NY Hispanic Cosmetology &  
Beauty Chamber of Commerce.

## Beauty, Barbering & Spa Salon Operation

The New York Hispanic Cosmetology & Beauty Chamber of Commerce in collaboration with Lehman College is offering a dynamic certificate program for those in the Beauty Industry. All classes are held at CUNY on the Concourse (COTC), 2501 Grand Concourse, 3rd floor, Bronx, NY 10468.

Students may register for individual classes or complete the program. Program Tuition: BIC 01/\$235. Register for all 3 classes and save \$15!

### CERTIFICATE PROGRAM REQUIRED COURSES:

How to Open & Operate A Beauty, Barbering and Spa Salon BIC 02

Business Planning & Obtaining Capital Loans BIC 03

Using Marketing Strategies to Enhance your Business BIC 04

### How to Open & Operate a Beauty, Barbering & Spa Salon

BIC 02/\$100 (4 sessions) COTC

Mon/Wed 6:30-8 pm Jan 9-23 (no class Jan 16)

### Business Planning & Obtaining Capital for a Salon

BIC 03/\$100 (4 sessions) COTC

Mon/Wed 6:30-8 pm Jan 25-Feb 6

### Using Marketing Strategies to Enhance Salon Business

BIC 04/\$50 (2 sessions) COTC

Mon/Wed 6:30-8 pm Feb 8, 13