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# **NYC Business Solutions Courses** **November 2009 Catalog**



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## Welcome to NYC Business Solutions Courses!

NYC Business Solutions is committed to helping businesses start, operate, and expand in New York City. Offered at no cost, our course will help you develop skills to reach your business goals no matter what stage of business you are in.

This catalog contains descriptions of all courses we offer throughout the year. The icons below can help you select the right course for you. They are located in the upper-right corner of each course description page:



**Take "Startup" courses if you need to:**

- **Research a business idea**
- **Create a business plan**
- **Learn how to launch a business**



**Take "Operating" courses if you need to:**

- **Improve your sales**
- **Change the way you manage your business**
- **Learn new business skills**

NYC Business Solutions courses are offered at no cost. However, there may be limited availability and to secure your placement **you must register in advance!** Please only register for classes that you are certain you will be able to attend. To learn what courses are currently available and register to attend, visit our website at

<http://www.nyc.gov/nycbusinesscourses> and click on the "Business Courses" tab on the left, or call 311 and ask for "Small Business Courses". **Please note that NYC Business Solutions does not provide certifications, certificates of completions, or credit towards academic goals.**

# Business Planning Courses

A majority of these courses are designed for those just starting out in the micro-enterprise world. If you need assistance with your business plan, learning how to register your business, and general management skills, this is where you should start. These courses will provide great support in your pursuit to create a successful business!

# 10 Steps to Starting Your Own Business

*Learn what it takes to start your own business!*

This one-hour course provides a basic overview of the steps you'll need to take to start a business and how NYC Business Solutions can guide you through each step along the way. You will also learn about obtaining licenses, registering your business and obtaining financing.

## What you will learn:

- How to develop a business plan
- How to determine your legal structure
- How to set up your bookkeeping
- How to get permits and licenses
- How to obtain financing

## Where you can attend:

- Brooklyn
- Bronx
- Upper Manhattan
- Queens

## Time Commitment:

- 1 session (1 hour)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Business Planning Basics

*Learn the basics of a strong business plan in just three hours!*

This course will teach you how to organize your business idea into a structured plan, identify and promote your business to potential customers, fulfill the legal requirements of starting your business, and develop your financial projections.

## What you will learn:

- What makes a good entrepreneur
- What makes a strong business plan
- How to identify your target customer, and ways to reach them
- Pros and cons of different ownership structures
- How to develop a break-even analysis
- Tools and templates that assist with the planning process

## Where you can attend:

- Bronx
- Brooklyn
- Lower Manhattan
- Midtown Manhattan
- Upper Manhattan
- Queens

## Time Commitment:

- 1 session (3 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Entrepreneurship Bootcamp

*Learn how to take your business plan to the next level.*

By the end of this course, you will have become a business planning expert! You will receive in-depth instruction on how to create your marketing plan, set up your operations, and develop financials. This course will give you guidelines on creating a business plan, analyzing your current business model, and managing your business.

## What you will learn:

- How to analyze your market and define your product
- How to learn from your competitors
- Pros and cons of different prices and promotions for your product or service
- Legal requirements to open your doors and manage employees
- Which financial documents are essential for a business and how to use them
- Where to find financing

## Where you can attend:

- Bronx
- Brooklyn
- Lower Manhattan
- Upper Manhattan
- Queens

## Time Commitment:

- 4 sessions (2.5 hours each)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

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# Navigating NYC Gov't: What Businesses Need to Know

Learn about all of the requirements necessary to operate legally in New York City, the common violations that businesses receive and how you can avoid them, and a demonstration of NYC Business Express, a tool that can assist you with obtaining general license, permit, tax, incentive, and other useful information online.

## What you will learn:

- The requirement to operate legally in NYC
- Common violations and how to avoid them
- NYC Business Express an online tool that will assist you with general license, permit, tax, incentive, and other useful information

## Where you can attend:

- Bronx
- Upper Manhattan

## Time Commitment:

- 1 session (90 minutes)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

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## Restaurant Management Bootcamp

*Learn the laws and regulations of running a restaurant in NYC*  
To run a successful restaurant you must know how to manage your employees and expenses, as well as which licenses you may need. This course will help you understand all the basic requirements to get your business up and running.

### What you will learn:

- Avoid large fines by knowing the laws regarding minimum wage, overtime vs. shift pay, uniforms, worker's compensation, discrimination, health and sanitation, and other common issues
- Manage your employees more efficiently and effectively
- Know how to apply for right licenses and permits correctly and learn a new online license information system, Business Express

### Where you can attend:

- Lower Manhattan

### Time Commitment:

- 1 session (2 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

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# How to Improve Employee Motivation and Worker Productivity with No Time and No Budget

Tom Kruglinski, Senior Consultant at employee experts Retensa, will present an informative 90-minute, hands-on seminar to help business owners and HR Directors apply real-world tips, tools and strategies to motivate employees and improve performance. Mr. Kruglinski will focus on increasing employee productivity through proven motivational principles and lay out a concrete approach that managers can use for analyzing and solving workforce problems.

## What you will learn:

- What drives employee motivation and productivity
- A simple and useful productivity model that they can easily apply their businesses
- How to transform employee motivation challenges into concrete strategies and solutions to incorporate into their business management practices.
- Understand tools and resources they can employ to help build the workforce they need to achieve business goals.

## Where you can attend:

- Lower Manhattan

## Time Commitment:

- 1 session (90 minutes)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Legal Courses

In the world of small business it is essential that you know how to protect yourself. As a business owner you need to know exactly what kinds of taxes you should be paying and what type of legal structure is the right fit for you.

Furthermore, once you have developed business ideas you will need to know how to protect them. Here, you can find courses that will guide you through these issues.

# Legal Issues When Hiring Employees

Review the laws and regulations you need to know when you hire employees such as I-9 requirements, wages, discrimination, workers compensation obligations and unemployment.

## What you will learn:

- How to create policy manuals to save time and energy
- What you should know about hiring policies and practices
- I-9 requirements
- Wages, discrimination, Workers Compensation
- Unemployment insurance

## Where you can attend:

- Lower Manhattan

## Time Commitment:

- 1 Session (2 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

## Commercial Leases: Strategies During Tough Times (or Any Time)

Learn about your rights as a tenant when signing a commercial lease! An expert real estate lawyer will present a concise overview of the “Dos and Don’ts” of Commercial Leases. Participants will learn the right questions to ask landlords, how to avoid the most common pitfalls of commercial lease agreements and the types of strategies that will result in a lease offering you the most protection.

\*\*\*NOTE: This course will also be delivered in Spanish at the NYC Business Solutions Center, Washington Heights on Monday November 9<sup>th</sup> at 6pm. See below for info on how to register.

### What you will learn:

- The basic terms of lease agreements
- The right questions to ask landlords when negotiating a lease
- How to avoid the common pitfalls of lease agreements
- How to deal with lease violations

### Where you can attend:

- Bronx
- Queens

### Time Commitment:

- 1 session (2 hours)

Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for “Small Business Courses.”

To register for the Spanish-language section contact Yahaira Nunez at [ynunez@seedco.org](mailto:ynunez@seedco.org) or 212-544-2400 ext. 9

# Financing & Accounting Courses

Businesses cannot run without excellent financial management. These courses will teach you how to control your business cash flow and create important reports that can give you the bigger picture of your business. In addition, these courses will guide you through potential lenders and what you can do to attract them to your business.

## How and Where to Get Financing

*Find out what bankers look for in a loan application.*

Learn about credit and financing opportunities for your small business. This course features a panel of lenders from various financial institutions (micro-lenders, SBA, commercial banks) that are available to answer your questions.

### What you will learn:

- Different types of financing options
- What to consider before you seek financing
- How to approach a lender
- How lenders evaluate your loan application

### Where you can attend:

- Upper Manhattan

### Time Commitment:

- 1 Session (2 hours each)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Securing Your Financial Future

The Securing your Financial Future workshop is designed to provide you with the fundamental financial concepts to help you reach your financial goals.

With the assistance of a NYC Financial Empowerment Center Counselor, you will access many financial resources and will learn how to plan and manage those resources well.

## What you will learn:

- Securing your financial future
- How to increase your savings
- Understanding your credit
- Boosting your paycheck
- Getting the maximum out of financial services

## Where you can attend:

- Upper Manhattan

## Time Commitment:

- 5 Sessions (2 hours each)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Marketing Courses

Marketing is one of the most important aspects of running a business. If you are in business or just starting out, these courses can help you to define your target customers, your media plan, and learn the tools for attracting and retaining customers.

# Mastering Marketing

*Make your business stand out!*

This in-depth series will help answer all of your marketing questions and help you develop a complete marketing plan and strategy. The course will cover topics such as mass marketing, personal selling, and how to get your product into the market.

## What you will learn:

- How to set your product apart from competition
- What price makes the most sense for your product or service
- When to use promotions to increase your sales
- Tools of marketing research and mass promotion that can help you reach new customers
- Tips on using direct mail and print ads to increase awareness
- The value of personal selling and developing long-term business relationships

## Where you can attend:

- Brooklyn
- Lower Manhattan
- Midtown Manhattan
- Queens
- Upper Manhattan

## Time Commitment:

- 4 sessions (2.5 hours each)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for “Small Business Courses”.**

# Marketing 101

*Learn how to understand your customers' needs.*

The essence of a marketing strategy is to understand your customers' needs and develop a plan that meets those needs. Learn the fundamental components of a successful marketing strategy that will maximize your impact while minimizing your costs.

## What you will learn:

- The role of marketing in your business
- How to develop a sound marketing strategy
- Learn to identify your target audience
- The importance of establishing an online presence

## Where you can attend:

- Upper Manhattan

## Time Commitment:

- 1 Session (2 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Government Certification and Contracting Courses

Here, you can find courses that will guide you through the Minority & Women-Owned Business Enterprise and the Locally-Based Enterprise Certification processes. In addition, there is a course to assist you in seeking out contracts with the government once you are certified.

# Minority and Women-Owned Business Enterprise Certification Workshop

## *Learn how to get certified!*

There are now more opportunities for certified Minority and Women-Owned Business Enterprises (M/WBE) to bid on public contracts, increase their capacity and effectively contribute to the City's economy. This workshop is conducted by trained certification analysts who will guide you through the certification process so you can get your application right the first time!

### What you will learn:

- Answers to all your certification application questions
- How to avoid common certification application mistakes
- Other programs your business may qualify for

### Where you can attend:

- Lower Manhattan

### Time Commitment:

- 1 Session (2 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**

# Selling to the Government

*Learn how the government can become your customer!*

Each and every day, the government buys from private and non-profit entities to enable the delivery of vital goods and services. This workshop offers an introduction to government contracting and prepares businesses to locate opportunities in their area of expertise. Come learn how your business can begin to pursue contracts at the city, state, and federal levels.

## What you will learn:

- Purchasing practices
- How to register with various government agencies
- How to identify your target market
- Where to find procurement opportunities
- The bidding process from beginning to end
- How to assess your company's potential for success in government contracting

## Where you can attend:

- Lower Manhattan

## Time Commitment:

- 1 Session (2 hours)

**Register now at [www.nyc.gov/nycbusinesscourses](http://www.nyc.gov/nycbusinesscourses) or call 311 and ask for "Small Business Courses."**