



Entrepreneurship Professional Certificate Program

TAKE CHARGE OF YOUR FUTURE NOW!

Series of 12 courses on
Thursday Evenings
9/10/09 - 12/03/09

except 11/18/09

and

no class 11/26

6 pm to 9 pm

BHSU Meier Hall Room 127
(Call for other locations.)

Registration deadline:

Monday before each start date

Course fees:

\$39/course

\$439/all twelve courses

Register online at
EdOutreach.BHSU.edu/
registration
or call

Educational Outreach
(605) 642-6321



BHSU's Center for Business, Entrepreneurship and Tourism

invites you to participate in a non-credit certificate program for individuals who seek entrepreneurial guidance regarding their existing or future business ventures. Participants may take single courses or the complete series.

Completion of any *eight* courses will result in a

BHSU Certificate of Entrepreneurship.

Entrepreneurship 101	Ken Schallenkamp	9/10/09
<ul style="list-style-type: none"> • Discuss basic business principles, personal readiness for business ownership, ideas vs. opportunities, opportunity screening, and market potential. 		
Small Business Legalities & Intellectual Properties		9/17/09
Doug Stevens and Dale "Butch" Skillman		
<ul style="list-style-type: none"> • Topics include copyright and royalty issues, intellectual property, the differences between sole proprietorships, partnerships, LLCs, etc. 		
Winning Negotiating Tactics	Doug Stevens	9/24/09
<ul style="list-style-type: none"> • Learn how to achieve win-win solutions. 		
Marketing and the Entrepreneur	Annette Ryerson	10/01/09
<ul style="list-style-type: none"> • Collect tips on target marketing, demographics, design and advertising. 		
High Tech Marketing	Ted Turner, CoGen Marketing	10/08/09
<ul style="list-style-type: none"> • Build preference and awareness for your products, services and business. 		
Financial Management	Liz Diers/Laura Prosser	10/15/09
<ul style="list-style-type: none"> • Discover the basics of recordkeeping and budgeting. 		
Tax Issues Facing Entrepreneurs	Liz Diers/Laura Prosser	10/22/09
<ul style="list-style-type: none"> • Understand the special tax concerns facing small businesses. 		
Entrepreneurial Event Planning	Sheila Aaker	10/29/09
<ul style="list-style-type: none"> • Discover the nuts and bolts of event planning and staging. 		
Working with an Accountant	David Crawford	11/05/09
<ul style="list-style-type: none"> • Learn accounting terminology and how to relate to your accountant. 		
Options for Financing	Jim Mirehouse	11/12/09
<ul style="list-style-type: none"> • Learn about options for financing your business venture. 		
Organizational Development	Don Looney	11/18/09
<ul style="list-style-type: none"> • Discover how to design your organizational structure to be most effective. 		
Successful Web Design	LaNaya Elliott	12/03/09
<ul style="list-style-type: none"> • Learn how to build a presence for your business that promotes visibility, extends your business's reach, enhances customer satisfaction, levels the playing field with your competitors, and boosts your business's credibility. 		