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*Complete a well-rounded selection  
of courses and workshops designed  
for your business success.*

*Entrepreneurship*

*Business Start-up*

*The Business Plan*

*Bookkeeping*

*Advertising & Marketing*

*Customer Service*

*Home-Based Business*

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**Northwestern Michigan  
College**

Extended Educational Services  
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**Essential Skills and  
Information for the  
Entrepreneur**

**Small Business  
Management  
Certificate Program**



**LEARN for LIFE**

Extended Educational Services Division  
Northwestern Michigan College

## Small Business Management

NMC's Small Business Management Certificate Program is designed to start you on the right track in planning and building a successful business. Through a collection of short, information-packed courses and workshops, the program highlights essential skills, expertise, and information needed to finance, market, and manage your business endeavor.



### Certificate Guidelines

To earn the SBM certificate, you will need to complete a minimum of six courses consisting of 40 contact hours (4 CEUs). Three of the six courses come from core areas essential to business success. You will need to complete a course in each of the following areas:

- Business Start-up
- Finance Management (Bookkeeping or Quickbooks)
- Marketing

The remaining three or more courses are electives that can be tailored to enhance the skills you need the most. You may select the additional courses from the Small Business section of the NMC *Learn for Life* schedule or choose other related professional development courses in computer skills or management. The complete schedule of learning options is published quarterly.

### Content and Expectations

Courses are continually updated and new course options are added. Courses are offered on a rotating basis making it possible to complete the certificate requirements in a timely manner. In general, small business courses taken within three years of applying to the program may be credited toward the certificate. To qualify for successful completion, all course sessions must be attended.

### Enrollment and Costs

To enroll in the certificate program, you are asked to complete an enrollment form at no cost. Forms are available through the NMC-EES office (231) 995-1700. Once enrolled, permanent records will be kept for each certificate course you complete.

Costs for the program vary according to the number and cost of the selected courses. Small Business courses are partially underwritten by the Michigan Small Business and Technology Development Center making the courses more affordable. Most individual courses range from \$49-\$149.

NMC Extended Educational Services accepts checks, cash, purchase orders, VISA, MasterCard, and Discover. Participants may register for courses in person or by phone. A course registration form is also available on the web at [www.nmc.edu/ees](http://www.nmc.edu/ees) for submission by mail or fax.



### Instructors

The program's instructors are experienced academic and business professionals with backgrounds in building and marketing small businesses. Class time is used for instruction, active learning, and coaching.

### Receiving Your Certificate

Participants will receive an NMC Continuing Education Small Business Management Certificate upon successful completion of the requirements.

### For More Information

Contact the NMC Extended Education Office (231) 995-1700.

### To Enroll

Contact the NMC Extended Education Office for an enrollment form. Completed forms can be mailed to the following address:

NMC Extended Education  
1701 East Front Street  
Traverse City, MI 49686

Or dropped off at the office:

Extended Educational  
Services Office  
NMC University Center  
Suite 102

(off Cass Rd. between 14th Street and South Airport Rd.)

For current course offerings, ask for the *Learn for Life* schedule or visit the website at [www.nmc.edu/ees](http://www.nmc.edu/ees).