

# Business Enterprise Center

## **Spring 2018 Non-Credit Classes**

*You must pre-register for each class by e-mail OR phone*

**T**he Business Enterprise Center (BEC) is located in Trenary Hall at Wright State University-Lake Campus in Celina, Ohio. The Lake Campus has been helping new or existing small businesses since 1985.

We offer all types of workforce development training, non-credit classes geared towards business owners and managers and small business counseling. Our counseling services are free to business owners. While we do not take the place of your lawyer or accountant, we can help minimize those costs. Located on the campus, we are able to reserve classrooms, offices, or our fully-functional manufacturing training lab. We work with local manufacturers to assist in training maintenance technicians through our SkillsTrac program. This training focuses on maintenance skills including electrical, motor controls, PLC's, automation, and robotics. We have an engaged Advisory Board which includes members from the banking industry, workforce, economic, and community development agencies, and business owners.

**The Business Enterprise Center wants to help your company improve productivity and your bottom line!**

*To register for these classes or for more info about our free business consulting services, please contact Carol @ (419) 586-0902, or email [Carol.jones@wright.edu](mailto:Carol.jones@wright.edu)*

### **NEW OPPORTUNITY!**

#### *Management Training Series*

Before any expansion, project, acquisition, etc., begins, it is important to start with the **business analysis** method. This **process** is generally divided into multiple steps with each step involving specific tasks to perform, principles to follow and documents to produce. The trainer will meet with you at your business for free one-on-one training after each class is finished. We offer special pricing for companies who take the entire Business Analysis Series. Prices posted per topic course are for specific analysis topics. Take the entire Business Analysis Series for just \$220! Save \$25 off the pricing for a full slate of Management Process classes!

### **MASTER SOFTWARE SKILLS IN ONE SEMESTER!**

#### *Software Training Course Series*

Do you want to start with software basics and increase your skills quickly? Multiple evening sessions are offered for two software topics. Start at Basic and continue to progress to Advanced user. Special pricing is available for Microsoft Excel & Microsoft PowerPoint this spring! Take all 15 hours of MS Excel for \$160. A \$20 savings! Take all 9 hours of MS PowerPoint & Presentation Skills for \$120. A \$15 savings! These software skills are in great demand by our local companies. You can take them local & save \$\$

#### **➤ “STARTING RIGHT” (Pre-Business Seminar Held Monthly)**

Each month the BEC hosts the Starting Right class for individuals planning to start a small business. This two-hour class gives you information to help you decide if business ownership is right for you and can assist you in starting your business the “Wright Way.” After attending the Starting Right class, you are entitled to free, individual business counseling. We can help with many issues pertaining to financials for your business—cash flow, pricing, supply costs, record-keeping, etc. We can help you with a Business Plan as well as marketing and advertising, HR issues, etc. *We recommend anyone who wants to start a new business attend one of these classes.*

**Seminar Dates:** Thursday, February 15, March 15, & April 19, 2018; **Time:** 6-8 p.m. **Room:** 119 Trenary Hall; Wright State University-Lake Campus; **Cost:** \$35 p/business.

*For more information about our classes & services OR to register for any classes, please call Carol at (419) 586-0902 OR email [Carol.jones@wright.edu](mailto:Carol.jones@wright.edu)!*

\* If campus closes due to inclement weather, classes may be rescheduled depending on room/instructor availability.

\*\* WSU-LC can cancel any class with short notice due to low enrollment.

## **FEBRUARY**

### *Leadership Training*

#### ➤ **Handling Conflict & Difficult People**

The challenge with conflict lies in how you choose to deal with it. Would you like to improve how you handle sensitive people and situations? Carla will describe how to approach communication, emotions, behavior, understanding, and how to view conflict as an opportunity. Pinpoint the problem, evaluate your circumstances, and take your next steps in resolving the conflict. This class can help employees, employers, and those who want to work on personal growth, decision making, understanding others, and developing relationships.

**Dates:** February 13, 2018; **Time:** 5:30 to 8:30 p.m.; **Instructor:** Carla Hirschfeld;

**Room:** 223 Dwyer Hall; Wright State University-Lake Campus; **Cost:** \$45 p/person

### *Business Analysis Training*

#### ➤ **Advanced Business Planning**

Jon will show you how to use continuous business improvement methods to ensure your company's future progress and development. Learn how to assess feasibility, finances, and operations as part of the decision making process. Take an in-depth look at operating guidelines for products/services, policies/procedures, and personnel. Discussion will be focused on market analysis, research, financial forecast, and budgeting. With proper business planning, you will be able to keep your business sustainable and healthy! *Part of the Management Training Series!*

**Dates:** February 13 & 20, 2018; **Time:** 5:30 to 8 p.m.; **Instructor:** Jon Heffner;

**Room:** 223 Dwyer Hall; Wright State University-Lake Campus; **Cost:** \$70 per person

#### ➤ **SWOT Analysis**

Strategic planning is important to the stability and growth of businesses. SWOT analysis will examine your strengths, weaknesses, opportunities, and threats so you can negotiate business situations and decisions. This structured planning method can identify internal and external factors that are favorable or unfavorable for specific projects or ventures. SWOT analyses can be used in multiple situations and will become your internal thermometer for measuring potential successes and failures. *Part of the Management Training Series!*

**Date:** February 27, 2018; **Time:** 5:30 to 8 p.m.; **Instructor:** Jon Heffner

**Room:** 223 Dwyer Hall; Wright State University-Lake Campus; **Cost:** \$35 per person

### *Software Training*

#### ➤ **QuickBooks**

Before you start making money in business, you need to figure out the best methods to record, track, and manage your hard-earned dollars. QuickBooks, the #1 recommended accounting software for small businesses, makes it easy to organize all of your financial data in one central location so that you can manage your money, pay your bills, and track customer's payments efficiently. Always know the exact financial or product inventory of your business with QuickBooks. Join Carla & Ron for 12-hours of software/Accounting training on this highly-rated software that will help improve the bottom line! Completing participants will receive a certificate.

**Dates:** February 26, 27, 28, & March 1, 2018; **Time:** 5:30 to 8:30 p.m.; **Cost:** \$135 p/person;

**Instructors:** Carla Hirschfeld & Ron Kremer; **Room:** 194 Dwyer Hall, WSU-Lake Campus

## **MARCH**

### *Software Training*

#### ➤ **Excel For Business**

Microsoft Excel is widely recognized as the best spreadsheet software application for businesses. In this series of classes, you will learn how to create a spreadsheet, input necessary data, create charges and reports, and learn how to use Excel formulas in basic to complex computations. Join Carla as she delves into the world of references, charts, and functions! Certificates of completion will be printed for all participants completing the total 15-hour workshop (all sessions).

**Dates** **Time:** 5:30 to 8 p.m.

**Room:** 194 Dwyer Hall WSU-Lake Campus

**Basic:** **March 5 & 7, 2018**

**Instructor:** Carla Hirschfeld

**Intermediate:** **March 12 & 14, 2018**

**Cost:** \$60 p/person for each level

**Advanced:** **March 19 & 21, 2018**

**~or~ \$160 p/person for all three levels!**

## *Business Analysis Training*

### ➤ **Financial Analysis For Owners & Managers**

Smart business decisions are based upon your business financial statements. Jon explains how to create and interpret these key documents. Analyze your finances to assess the viability, stability and profitability of your business. Make key business decisions upon the bedrock of ratio analysis. Business tools such as liquidity, asset management, debt management, and profitability can help you make sound decisions. *Part of the Management Training Series!*

**Dates:** March 6, 13, & 20, 2018; **Time:** 5:30 to 8 p.m.; **Instructor:** Jon Heffner;

**Room:** 223 Dwyer Hall; Wright State University-Lake Campus; **Cost:** \$105 p/person

### ➤ **Government Procurement & Exporting**

This course is designed to help small businesses understand how the government buys goods and services. It offers a clear understanding of the principles of public procurement, the generic procurement process and the role of corporate and transactional procurement. Evaluate if the ability to plan, implement and evaluate a sourcing process is appropriate for your business. The class will describe several procurement assistance programs and who is eligible to submit as a procurement partner. *Part of the Management Training Series!*

**Date:** March 27, 2018; **Time:** 5:30 to 8 p.m.; **Instructor:** Jon Heffner

**Room:** 223 Dwyer Hall; Wright State University-Lake Campus; **Cost:** \$35 per person

## **APRIL**

### *Software Training*

#### ➤ **PowerPoint & Presentation Skills**

Does your job require presentations? Public speaking makes the top five fear list for American workers. Whether you're presenting alone or in a group it's important your information is displayed professionally and presented clearly. Carla will show you how Microsoft PowerPoint can create professional slides and learn tips/techniques to make a professional and impactful presentation. Properly format slides to tell your story in a visually pleasing manner. Improve your presentation abilities. Transform your fear into positive energy and overcome your presentation phobia! All skill levels welcome!

**Dates**      **Time:** 5:30 to 8:30 p.m.

**Room:** 194 Dwyer Hall WSU-Lake Campus

**Intro:**      April 10, 2018

**Instructor:** Carla Hirschfeld

**Intermediate:** April 11, 2018

**Cost:** \$45 p/person for each level

**Advanced:**      April 12, 2018

**~or~ \$120 p/person for all three levels!**

#### ➤ **Computer Basics (NEW daytime class!)**

Do you want to keep in touch with your friends and family? Would you like to send pictures to them? Do you feel technology has left you behind? If so, the Business Enterprise Center has the "Wright" class for you. You will start by learning computer lingo and how to use a PC. Learn how to use technology to enhance your life, keep in touch with friends & family, as well as learn simple word processing and spreadsheet applications. This is an introductory class and offers SENIOR PRICING!

**Dates:** April 24 & 26, 2018; **Time:** 1 to 3:30 p.m.; **Instructor:** Carla Hirschfeld

**Room:** 194 Dwyer Hall; WSU-Lake Campus; **Cost:** \$50 p/person

**NOTE: SENIOR CITIZEN PRICING SPECIAL—Age 60 or over—Pay only \$40 per person**