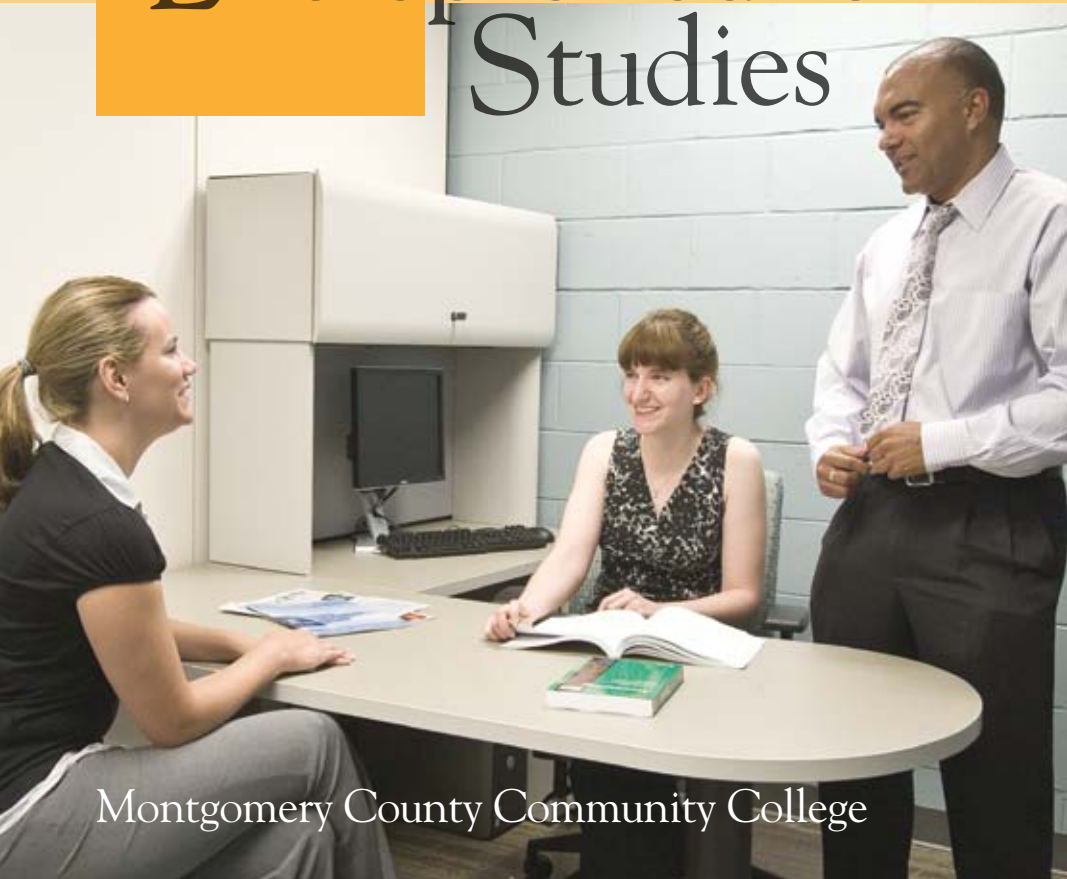


# THE Center for Entrepreneurial Studies



Montgomery County Community College

Want to start or grow a business?  
We're here to help.

Montgomery County Community College is proud to announce the opening of our brand-new **Center for Entrepreneurial Studies (CES)**. Located in the renovated Parkhouse Hall on the Central Campus in Blue Bell, the CES provides valuable resources for aspiring and existing entrepreneurs.

- **Counseling and Mentoring**
- **Business Incubator Office Space**
- **Entrepreneurial Certificate Program**
- **Woman-Owned Business Program**
- **Workshops and Courses**

Free workshops are offered through our partnership with the Small Business Administration. And SCORE® Counselors to America's Small Business makes free weekly counseling sessions available to aspiring entrepreneurs.

## Introducing "The Incubator"

A central feature of the CES is a business incubator with ten offices that are leased at a nominal fee. The entrepreneurs receive support services such as counseling to help make their business a success. In addition to the comfortable modern office with a locking door, phone and Internet access, entrepreneurs will have use of a conference room and shared office equipment.

There are many advantages for new firms to use a business incubator. According to the Small Business Administration, **while only 31% of start-ups survive after seven years, the percentage increases to 87% for those start-ups that go through an incubation process.**

The business incubator, and the additional support services offered through the CES, provide the prospective entrepreneur with a strong foundation to launch their new business. This combination of business incubation, mentoring, academic certification and workshops is unique in Montgomery County.

To be considered for incubator occupancy, provide a business plan (along with other documentation including financial information). Contact the CES Director via email [CES@mc3.edu](mailto:CES@mc3.edu) or phone at 215.461.1140 to discuss your business, and to determine if you are an eligible candidate.

## Non-Credit Programs

The CES provides a full range of non-credit entrepreneurial courses for every stage of business growth. These courses include:

- **Marketing your Own Business**
- **Business Development Strategies**
- **Launch Your Small Business Using Online Technology Tools**
- **QuickBooks**
- **How to Open an Internet Store**
- **Business Writing Essentials**
- **Creating Your Own Website**
- **Introduction to Green Entrepreneurship**

To register for non-credit business classes, visit [webadvisor.mc3.edu](http://webadvisor.mc3.edu) or call 215.641.6397.

The CES is also proud to house the very successful **Women-Owned Business Series** developed by women, for women. The program offers the following options:

- **Workshop** — *Are you Ready to be an Entrepreneur?*
- **Certificate Program** — *Starting a Successful Woman-Owned Business Certificate Program*
- **Support group opportunity** — *Montgomery County Woman-Owned Business Network*

**For more information, contact the CES Director at [CES@mc3.edu](mailto:CES@mc3.edu) or 215.461.1140.**

## The Entrepreneurial Certificate Program

This credit certificate program is designed to prepare students to launch and/or grow a successful business, small or large, profit or nonprofit. Linking theory and practice, students will acquire the knowledge and skills that are essential to managing a viable business. Students may pursue this certificate with or without participation in the incubator.

The program consists of the following four three-credit, skilled-based courses (also available as non-credit courses):

- **Entrepreneurial Essentials (ETP110)** Students evaluate the entrepreneurial venture and the process for launching their new business.
- **Entrepreneurial Marketing (ETP111)** Students gain insights essential for marketing an entrepreneurial venture, while utilizing innovative and financially responsible marketing strategies.
- **Entrepreneurial Accounting (ETP112)** Students are provided with an overview of business financial management.
- **Entrepreneurial Business Plan (ETP113)** Students prepare a professional, comprehensive business plan to guide their business start-up and address capital funding.

All four courses will be offered each semester (Fall, Spring, Summer) in accelerated seven-week terms (two courses in the first half of the semester, and two in the second half.) The Certificate in Entrepreneurship can be completed in one semester; however, it is recommended that a student with little or no background in business complete the certificate over two semesters.



 **Montgomery County Community College**

Montgomery County Community College has two conveniently located campuses in Blue Bell and Pottstown, with additional learning locations in Willow Grove, Conshohocken and Norristown. The College boasts a nationally recognized, award-winning faculty committed to working closely together with students in the learning process. The College's comprehensive curriculum includes 85 associate degree/certificate programs in 59 areas of study, including eight complete degrees offered entirely online, and specialized Workforce Development and Continuing Education programs, all of which leverage the College's nationally ranked use of innovative technology.

