



PimaCommunityCollege

Entrepreneurship Boot Camp

BU 611 Financial Management for Business Owners

Gain an insight into financing a business, the role numbers play in running a business and the responsibilities of a chief financial officer. Includes accounting principles and analysis of financial statements; building a scorecard, analyzing and developing solutions to financial problems; profit and cash flow management; dealing with creditors in a cash crunch and financial decision-making tools.

60845 Saturday 8 a.m.-noon 1/21/12-2/25/12 Fee: \$125

BU 613 Leadership Skills and Organization Development Strategy

Learn the similarities and differences between leadership, management and supervisory skills to effectively create an organization in which the staff performs at the level of excellence. Includes recruiting and promoting from within; developing a clear organizational hierarchy; creating and documenting company processes; developing and communicating vision and mission; identifying employee needs and goals; linking company culture to customer service and satisfaction; communicating share ownership to staff; employee training programs and career path development.

60848 Saturday 8 a.m.-noon 3/3/12-3/31/12 Fee: \$90

BU 615 Marketing and Sales, Competitive Analysis and Response

Overview of marketing, sales and customer service strategies; understanding customer needs and competition factors. Includes decision-making strategies on expanding; online marketing and social networking; building a customer database; customer satisfaction surveys; marketing image; building and managing a sales pipeline database; account management and follow up.

60847 Saturday 1-5 p.m. 3/3/12-3/31/12 Fee: \$90

BU 620 The Challenges of Business Growth

Learn the components of a successful business and the impact of growth. Includes strategic and financial plans for growth; hiring decisions and standards; formalizing the human resources function; planning for additional office space; significance of a database and reporting system; role of the board of directors; improving accountability; communication tools; internal training needs for staff and management; how to develop a clear organizational hierarchy, and reporting relationships.

60855 Saturday 1-5 p.m. 4/7/12-5/5/12 Fee: \$90

BU 625 Long-Term Planning and Goal Setting

Learn how to set goals and develop, communicate, follow up and execute a business plan. Includes employee surveys; reviewing history, assessing current conditions and drawing conclusions; reviewing strengths and weaknesses; evaluating opportunities; developing strategies and action plans for internal improvement and addressing external opportunities.

60849 Saturday 8 a.m.-noon 4/7/12-5/5/12 Fee: \$90

BU 629 Business Administration Overview

Understand the role and implementation of human resources; tax reporting of financial statements and who should receive the financial reports. Learn the differences between "working on the business" and "working in the business"; setting up and working with a board of directors; covering insurable risks; building internal financial controls; formalizing the purchasing function; and management relationships with customers and outside parties.

60850 Saturday 8 a.m.-noon 5/12/12-6/9/12 Fee: \$90

BU 650 Building the Business Model and Value Proposition

Introduction to the components of a business model and value proposition. Includes logistics and traffic management; product storage; customer payment; profitability; geographic expansion; benefits of a Web site; warranties; customer service and product support; how to differentiate from the competition and more.

60851 Saturday 1-5 p.m. 5/12/12-6/9/12 Fee: \$90

Call 206-6468 to register for one or more courses.

**Register for multiple courses and save:
Seven workshops for \$500
or three workshops for \$250.**

**For information go to
pima.edu/business/customtraining/
and click on Entrepreneurship Boot Camp
or email workforce@pima.edu.**

This project is funded by a grant from the U.S. Small Business Administration (SBA). SBA's funding should not be construed as an endorsement of any products, opinions, or services. All SBA-funded projects are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact the campus Disabled Students Resource (DSR) office at 206-6688 to begin the accommodation request process.



PimaCommunityCollege

Pima County Community College District Board of Governors

District 1 Dr. Brenda B. Even
District 2 David Longoria
District 3 Sherryn S. Marshall
District 4 Scott A. Stewart, *Secretary*
District 5 Marty Cortez, *Chair*
Roy Flores, Ph.D., *Chancellor*

(520) 206-4500

www.pima.edu

Pima Community College is an equal opportunity, affirmative action employer and educational institution committed to excellence through diversity. Upon request, reasonable accommodations will be made for individuals with disabilities. Every effort will be made to provide reasonable accommodations in a timely manner. For public and employee accommodation requests, as well as information related to the ADA complaint process, contact the College ADA Coordinator at (520) 206-4539 or 4905C E. Broadway Blvd., Tucson, AZ 85709-1130. For PCC student accommodation requests, please contact the appropriate campus Disabled Student Resource office (520) 206-4500 (TTY 520-206-4530).