Financing your Start-up or Small business
Learn how to determine objectives, define successful outcomes, assess costs and benefits, and gain the technical knowledge needed to convert an idea into a tangible product. TWA

Course: ENT016 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 24774 8 Sessions T R
11/2-11/30 6-9 p.m.
No class on Thursday 11/25

How to Efficiently Run Your Start-up!
Learn what considerations, involvement, internal and external factors affect small business management activities; students will deliver a business idea pitch. TWA

Course: ENT015 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 24775 8 Sessions T R
10/5-10/28 6-9 p.m.

Intro to Entrepreneurship: Customer Discovery
Explore the life-cycle of a business and gain competencies in business development and strategic planning along with foundational documents to move you forward to becoming a successful entrepreneur. Harvard Business Case Study purchases required, 2 per course; Instructor will provide instructions at first class. TWA

Course: ENT018 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 24772 8 Sessions T R
9/7-9/30 6-9 p.m.

Marketing and Communicating your Start-up and Small Business
You will learn how to develop marketing strategies and tools for startups, employ marketing tools to amplify profile of startup, and create communication functions to design customer feedback channels. TWA

Course: ENT017 24 Hours
$125 + $225 fee = $350; NMR add $160
Online: Structured Remote
CRN#: 24773 8 Sessions M T W R
12/2-12/22 6-9 p.m.
This class will be held on Tuesday and Thursday 12/2-12/16 and then on Monday, Tuesday, and Wednesday 12/20-12/22.

TWA Tuition waiver applies; Seniors pay fee only
NMR Non Maryland Resident Fee

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