

MONTGOMERY COLLEGE

ENTREPRENEURSHIP

Workforce Development and Continuing Education | Spring 2022

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#: 37394 8 Sessions T R

3/8-4/5 6-9 p.m.

No class 3/17

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#: 37395 8 Sessions T R

2/8-3/3 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, two 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#: 37392 8 Sessions T R

1/11-2/3 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#: 37393 8 Sessions T R

4/7-5/3 6-9 p.m.



TWA—Tuition waiver applies; Seniors pay fee only
NMR—Non Maryland Resident Fee
T—Tuesday
R—Thursday



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