

The City College
of New York



CONTINUING AND
PROFESSIONAL STUDIES

HOME BASED BUSINESS

ONLINE COURSE

How to start and operate a home based business.
Create your own job! Be your own Boss!

**This Online course will help you determine your aptitude and ability to be a home based entrepreneur.
To choose the correct product or service for yourself.**

To develop that crucial startup check list:

- ✓ **Fund Raising/Business Capital**
- ✓ **Legal Business Structure**
- ✓ **Budgeting/Accounting/Financial Systems**
- ✓ **Customer Acquisition and Retention**
- ✓ **Marketing & Sales**
- ✓ **Branding & Pricing**
- ✓ **Social Media**
- ✓ **Human Resources**
- ✓ **Supply Chain Management**
- ✓ **Licensing & Permits**
- ✓ **Taxes**
- ✓ **And what can go wrong.**

To draft your business plan summary as a class exercise(Business Model Canvas/SWOT Analysis)

The course instructors will be your business coaches and mentors to help you take your business plan to launch and beyond.



**FULLY ONLINE
COURSE**

Schedule:
Saturdays

March 4th -April 1st
9am - 11am

**PRE-REGISTER
STARTING NOW**

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