

## Business: Human Resource Management (Continued)

### FOSTERING A CIVIL WORK ENVIRONMENT

Today's work culture calls upon managers to fully engage employees and treat them as partners. Yet, many management practices remain largely focused on "carrot and stick" strategies that reinforce old-fashioned notions of employees as subordinates who must be controlled and manipulated. This class will explore possibilities for creating civil work environments through trust in and respect for people. HR managers and professionals will leave with some specific actions they can take to develop a more civil and positive workplace.

**Course #:** 113F06A06

**Date & Time:** Fri., Sept. 16, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Daniel Griffith

**Fee:** \$149

### SHRM LEARNING RESOURCE COURSE

Enhance your skills and prepare for the PHR or the SPHR exam. This course covers the functional areas of HR management, including management practices, general employment practices, staffing, HR development, compensation and benefits, employee and labor relations, health safety and security. The first session is an orientation. If you've taken this course previously and not passed the exam, you may retake the course at a discounted price. Repeat students are responsible for obtaining their own books.

**Course #:** 113F28A36

**Date & Time:** 12 Wed., Aug. 31-Nov. 16, 6:15-9:00 p.m.

**Location:** IUPUI Park 100 Learning Center

**Course #:** 113F28B36

**Date & Time:** 12 Thu., Sept. 1- Nov. 17, 6:15-9:00 p.m.

**Location:** IUPUI Greenwood Learning Center

**Instructor:** Nicole Noonchester, HR Director

**Fee:** \$899

## NEW! Business: Entrepreneur Certificate Program

In today's economy, starting a small business can seem like an impossible challenge. However, small businesses create the greatest opportunity for individuals to be financially independent. Understanding the planning and organization needed to start or expand a small business can mean the difference between success and failure for new entrepreneurs. While completion of the certificate program does not guarantee success, the series of classes explore the key areas that entrepreneurs must understand and master to improve their chances of succeeding. Classes cover developing business plans, locating capital, understanding tax and legal liability, knowing new selling techniques, and more. From solo entrepreneurs to businesses with many employees, small business means jobs and stability. You need to complete 4 Entrepreneur classes for your certificate.

**CERT99A02:** You must pay a one-time nonrefundable registration fee of \$35 to enroll in this certificate program. Discounts do not apply. You may enroll in individual courses without enrolling in the certificate program.

### ENTREPRENEURSHIP: PLANNING YOUR SMALL BUSINESS

Are you just getting your business started or in the planning stages? This seminar can help you make the right choices for a successful startup or expansion of a home business. Learn the components of a business plan and how important it can be in mapping out a strategy for your business. Find out if you are ready to be an entrepreneur and get your dream started. You'll leave with lots of practical planning tips, including what business structure might be an option for you and where to get additional information.

**Course #:** 113A10A06

**Date & Time:** Sat., Sept. 17, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Mike Eline

**Fee:** \$159

### MARKETING & PROMOTING YOUR SMALL BUSINESS

Effective marketing and promotion of your small business is an essential element for success. This seminar will help you identify strategies to get the word out about your business with limited promotion and marketing dollars. Learn to create a strong identity, better position your product or service, and create advertising and promotional materials to make your business stand out. You can have the greatest product, but if customers don't know about it you can't sell it. Come to this class and walk out with some tips and techniques to enhance or start to promote your business.

**Course #:** 113A11A06

**Date & Time:** Sat., Oct. 1, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Diane Richards

**Fee:** \$159

### New!

#### RECORDKEEPING FOR YOUR SMALL BUSINESS

Maintaining accurate records for a small business is essential but can be a nightmare if not done systematically. This seminar will examine the necessary records you need for business purposes and will include discussion of how to manage your accounts. The records you maintain can help you manage your business - which is the primary reason for record keeping. You will learn how to collect data and how to use that data for decision making in your specific business. Whether you do your own taxes or use a tax professional, the records may be used for tax preparation as a by-product of your business record keeping. Come learn some basic steps to make all those records you keep easier to compile and easier to handle.

**Course #:** 113A12A06

**Date & Time:** Sat., Oct. 22, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Joseph Rodenberg, CPA

**Fee:** \$159

### New!

#### LEGAL ISSUES FOR YOUR SMALL BUSINESS

Are you just getting your business started or in the planning stages? This seminar can help you make the right choices for a successful startup or expansion of a home business. Learn the components of a business plan and how important it can be in mapping out a strategy for your business. Find out if you are ready to be an entrepreneur and get your dream started. You'll leave with lots of practical planning tips, including what business structure might be an option for you and where to get additional information.

**Course #:** 113A13A06

**Date & Time:** Sat., Nov. 5, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Mark Rutherford, Attorney

**Fee:** \$159

### New!

#### FINANCING A SMALL BUSINESS

Figuring out how to get your small business up and running if you don't have the cash necessary to get it off the ground can be a roadblock to any new idea. This seminar walks you through the various sources of small business financing -- from banks to venture capital to creative ways to finance your business. It also provides information on grants and what lenders look for including the essential documents you should have if you are seeking financing beyond your own pocketbook.

**Course #:** 113A14A06

**Date & Time:** Sat., Nov. 19, 9 a.m.-4 p.m.

**Location:** IUPUI Park 100 Learning Center

**Instructor:** Jay Puckett

**Fee:** \$159