

BUSINESS and MANAGEMENT

Gaspare Scaturro, Educational Coordinator

CERTIFICATE PROGRAMS

Meet the challenges of the ever-changing workplace. Learn the most effective ways to enhance your career and earning potential. Our faculty of working executives and professionals provide you with up-to-the-minute information and skills needed for success. Individual classes may be taken. Students need not be enrolled in a Certificate Program to take any of these courses.

Business Development

This program is designed for people starting or expanding a business and for employees who wish to sharpen their business skills. There are several elective classes to choose from. All courses are taught by working professionals.

Bookkeeping

No previous experience in bookkeeping needed to enroll. Qualify yourself for employment as a full-charge bookkeeper.

Office Administrative Assistant

There is a high demand for trained and qualified office support personnel. Learn the communication techniques and get the computer skills you need to not only survive, but thrive in today's market.

Payroll Professional Intensive Training

This specialized training course prepares you to take the Certified Payroll Professional Certification Examination. After earning your CPP Certificate, you become a qualified Payroll Professional.

Management and Supervision

An organization flourishes with great staff and management. Acquire the skills you need, using the latest management practices from our staff of working professionals. Come and learn today, what you will use for success tomorrow.

How to Enroll

Submit the following to the Queens College Continuing Education Program:

- A completed Certificate Program application, available on the inside back cover of this book
- \$10 nonrefundable application fee

How to Get Your Certificate

- Satisfactorily complete the appropriate courses, both required and elective.
- Attend 80% of all class sessions
- Maintain a grade average of C or better

SEMINARS AND WORKSHOPS

Business Opportunities

Success comes to those who can see opportunities (where others do not) and act swiftly to make the most of them. These courses could open an important door for you. See page 17.

Certified Bookkeeping Exam Prep

After this course, you can go for your exam with confidence. This is a comprehensive review of the five subject skills covered in the Certified Bookkeeper exam's three test areas. Here's a chance to get your resume moved to the top of the pile! See page 19.

Professional Development

These individual classes will sharpen specific skills of the professional at all levels of experience. If you are an employee a manager, or an entrepreneur, looking for a change, or returning to the workforce, these classes can help focus your knowledge and further your goals. See page 20.

CORPORATE TRAINING with Queens College - Continuing Education

Our customized corporate and employee training programs provide effective learning for your management and staff. We design specialized training programs and curricula to fit today and tomorrow's diverse business needs. We can help you increase client satisfaction and employee skills. Let our professionals help increase process efficiencies and boost sales.

Training available in

- Program Management
- Cisco Certification Programs in Network Technology
- Employee Management
- Service and Sales Skills and much more.

Why Us?

- **Experience** – Education is our business.
- **Commitment** – Your goal is our goal!
- **Flexibility** – Day, evening, and weekend training available.
- **Convenience** – On or off-site training available.
- **Staff** – Our talented instructors are leading professionals in their fields.

JOIN OUR DIVERSE LIST OF SATISFIED CLIENTS:

Financial Services, Communication Industries, Local and Federal Government Agencies, Healthcare Facilities and Agencies, Unions...

CONTACT:

Diane Gahagan, Director of Corporate Training at 718-997-5734



**BUSINESS DEVELOPMENT
CERTIFICATE****REQUIRED COURSES**

- BS-100 How To Start Your Own Business
- BS-101 Marketing
- BS-102 Legal Aspects of Running a Business

ELECTIVE COURSES

Choose one elective:

- BS-104 Preparing Business Tax Returns
- BS-105 Buying Your Own Business *
- BS-106 Collection Techniques *
- BS-107 Sales Methods/Fundamentals
- BS-114 Advertising Principles/Practices *
- BS-115 Business Law *
- BS-118 Customer Service
- BS-250 Bookkeeping
- BS-404 Rules of Employer/Employee Relations *
- BS-415 Public Speaking for Business & Beyond
- BS-424 Assertiveness Training

* Not offered this semester.

**BS-100, Section MO21-QC
How To Start Your Own Business**

Starting a new business is a thrill. This lively course stresses practical techniques, including: sources of capital; legal issues; how to select accountants and other professionals; necessary insurance coverage; availability of government assistance; how to set up your own business; how to develop a business plan; how to get started, and how to keep going in a down economy.

- **Monday, 6:00 - 8:00 p.m.**
June 4 - June 25
\$95 • 4 sessions • Donald Shatz

**BS-101, Section SA11-QC
Marketing: The Key to
a Successful Business**

Marketing turns a good idea into a profitable venture. (And even established businesses need an exciting marketing plan.) This hands-on course shows how to position your business in the marketplace, to identify and meet the customers' demands.

- **Saturday, 9:00 a.m. - 12:00 noon**
June 9 - July 14
\$210 • 6 sessions • Madison Gross

**BS-102, Section MO21-QC
Legal Aspects of Running a Business**

Learn about the basic legal issues and concepts you need to know as a business owner. Topics: What legal form the business entity can take, advantages and disadvantages of the various forms, process and forms, partnership agreements leasing (commercial space, equipment, etc.) buying considerations, employment applications, employee verses independent contractor, intellectual property, handling employee issues, laws of sales, warranties, repairs and refunds. Also, how and when to seek professional advice.

- **Monday, 8:00 - 10:00 p.m.**
June 4 - August 6
\$235 • 10 sessions • TBA

**BS-104, Section WE21-QC
Preparing Business Tax Returns**

Using real forms, we will cover the preparation of new business tax returns for federal, state and city government, with emphasis on maximizing tax advantages and benefits. Topics: payroll taxes (unemployment, insurance, disability, social security, rent tax, sales tax), corporation, personal holding corporation, small business corporation (NYS and NYC), partnerships and tax advantages of incorporation.

- **Wednesday, 6:15 - 8:45 p.m.**
June 6 - August 15
\$235 • 8 sessions • Fred Pearlman

**BS-107, Section TH21-QC
Sales Methods and Fundamentals**

Selling is more than just luck! Consistently strong sales are a result of a skill set that includes motivation, effective methods and solid experience. In this class, we will cover: the psychology of buying and selling, buyer motivation and the sense of value, use of client feedback, how to identify opportunities, handling customers and client retention. All can benefit, whether you are a beginner, seasoned seller or a group sales force.

- **Thursday, 8:00 - 10:00 p.m.**
June 7 - July 12
\$145 • 6 sessions • Stephen Yesko

**BS-118, Section TU21-QC
Customer Service**

Customers are vital to a company's existence. Today, their satisfaction is based on more than the product or service they buy. It is the whole customer experience. This class will explain how to identify their expectations and reasons for new their loyalty. Learn to use a balanced approach with your difficult clients and complaints. Topics include customer communication and its part in strategies for success.

- **Tuesday, 6:00 - 8:00 p.m.**
June 5 - July 10
\$120 • 5 sessions • Roseann Scaturro

BS-250, Bookkeeping

See description and schedule on p. 19.

**BS-415, Section WE21-QC
Public Speaking
for Business and Beyond**

Good public speaking skills give you a solid edge, and they pay off for life! Classes focus on: managing the jitters; guidelines for effective presentations; speech titles, introductions, openings, transitions, and closings; the use of humor and quotations; visual aids and props; positive body language; conducting a question and answer session; and public speaking Do's and Don'ts.

- **Wednesday, 6:30 - 8:30 p.m.**
July 11 - September 5
\$235 • 9 sessions • Denise Miller

**BS-424, Section SA11-QC
Assertiveness Training**

Being assertive is a way to get noticed and get results! This class reviews the components of assertive, passive and aggressive behavior. Learn how to improve your effectiveness and productivity. Guidelines for self assessment will be discussed.

- **Saturday, 12:30 - 3:30 p.m.**
June 9
\$40 • 1 session • Gaspere Scaturro

Register Online!
<http://www.qc.cuny.edu/cep>



BUSINESS and MANAGEMENT
Gaspare Scaturro, Educational Coordinator

**OFFICE ADMINISTRATIVE
 ASSISTANT CERTIFICATE
 PROGRAM**

Join the field where qualified applicants are in demand! Skilled administrative assistants, secretaries, and office support personnel are vital to a successful management team. Learn the communication techniques and office computer skills you need to succeed in today's market.

Prerequisite: English fluency

REQUIRED COURSES

- BS-409 Business Writing
- BS-415 Public Speaking for Business and Beyond
- BS-700 Office Procedures and Organizational Skills
- CP-951 Word: MOS Exam Prep #

ELECTIVE COURSES

Take one elective:

- CP-950 Excel: MOS Exam Prep #*
- CP-953 PowerPoint: MOS Exam Prep #

These classes are designed to develop expert level skills. Proficiency Exam offered by independent tester is suggested, but not required for this certificate.

** Not offered this semester*

**BS-409, Section TU21-QC
 Business Writing**

Always express yourself clearly. That's the secret to successful business reports, letters, and memos. Learn to write in simple, precise, and readable language.

Prerequisite: English fluency

- **Tuesday, 6:00 - 8:00 p.m.**
June 5 - August 14
\$240 • 10 sessions • Tom McCreight

**BS-415, Section WE21-QC
 Public Speaking
 for Business and Beyond**

Good public speaking skills give you a solid edge, and they pay off for life! Classes focus on: managing the jitters; guidelines for effective presentations; speech titles, introductions, openings, transitions, and closings; the use of humor and quotations; visual aids and props; positive body language; conducting a question and answer session; and public speaking Do's and Don'ts.

- **Wednesday, 6:30 - 8:30 p.m.**
July 11 - September 5
\$235 • 9 sessions • Denise Miller

Register Online!
<http://www.qc.cuny.edu/cep>

**BS-700
 Office Procedures
 and Organizational Skills**

This course examines many of the current office responsibilities and focuses on the skills needed to handle them. Learn effective methods of managing, organizing and retrieving information. Office etiquette, communication, maintaining files, handling multiple schedules and prioritizing tasks are covered.

- **Offered Fall 2007**

**CP-951
 Word: MOS Exam Prep**

How would you like to add "Expert in Microsoft Word" to your resume? Here's the only course you need to become an expert in the word-processing program used most often in offices throughout the world. Learn to create, format, edit and print documents. Work with toolbars, file management, and input techniques. Conquer graphics and tables, mail merge, charts, forms, templates and far more elements than can be listed here.

Unlike day-long courses that give an overview of the program, this course offers sixty hours of detailed but easy to follow instruction. It is the only course designed to take you from turning on the computer and learning the basics, to dealing efficiently with routine tasks. Master the skills, techniques and tricks of the trade needed to ace unusual, difficult assignments and projects. This is more than a course; it is a huge investment in your future.

- **Offered Fall 2007**

**CP-953
 PowerPoint: MOS Exam Prep**

Explore the full range of capabilities of PowerPoint by working through various projects involving hands-on computer activities and case problems. By the end of class, one understands how to design and create professional quality presentations.

Topics include: Using a design template, different views and slide shows, use of clip art, enhancing presentations with the use of embedded visuals, and creating a presentation with interactive OLE documents.

- **Offered Spring 2008**

**Financial
 Assistance**

If you are over 18, unemployed, or make less than \$56,000 yearly, you may be eligible for tuition assistance through the Workforce 1 Career Centers.

**For more information,
 call 718-557-6755**

CP-950, Excel: MOS Exam Prep

Excel is a computer-based spreadsheet program which tabulates and presents data used to make important financial decisions. It is a highly sophisticated, widely used piece of software which is only as good as the person using it. That's where we come in.

Learn the essential features involved in planning a worksheet. Understand formats, and design charts and graphs. Learn advanced features and techniques of the spreadsheet program including different analyses, multiple worksheets, data tables, macros, sorting and filtering as worksheet database, template creation, and embedding and linking an excel worksheet to a Word document.

After sixty hours of instruction, you'll be well prepared to take the Expert Exam and to reap the benefits for your hard work.

- **Offered Fall 2007**

**ALSO OF INTEREST
 CP-200, Section WE21-QC
 Typing for Speed and Accuracy**

Great course for both the beginning and advanced individuals. An expert instructor guides the novice on basic skills and the advanced student on improving their speed and accuracy. Use a computer tutorial program and a self-paced textbook for adults which is available at the college bookstore.

- **Wednesday, 6:00 - 8:00 p.m.**
June 6 - August 8
\$225 • 9 sessions • Marianne Dibugno

BUSINESS OPPORTUNITIES

**BS-304, Section SA11-QC
 NYC Mandatory Food Handlers
 Protection Course**

The Department of Health says all public food service establishments need an employee certified in food protection on duty at all times. This food safety course includes safe food handling practices and procedures, NYC Health Code, NYS Sanitary Code and HACCP.

After successfully completing the course, you are eligible to take the NYC Dept. of Health exam as scheduled at the NYC Health Academy (160 West 100 Street).

All students will attend the exam date as scheduled and as a class group only. On exam day, you must bring two passport photos and picture identification to the Health Academy.

You must pass the NYC Health Academy Food Protection Certificate exam with a minimum score of 70%. Bring pencil, pen, highlighter and notepad to class. Tuition includes book and the Health Academy exam fee.

Note: Don't be late. Food handlers regulation requires students to be in attendance for the full scheduled period of class.

- **Saturday, 8:00 a.m. - 4:30 p.m.**
June 16 and June 23
\$150 • 2 sessions • Christopher Argento



**PAYROLL CERTIFICATION
(PAYTRAIN COLLEGE)**

Queens College Continuing Education in cooperation with the American Payroll Association, offers the PayTrain College program for payroll professionals. It is designed to improve your knowledge of payroll compliance from a basic understanding to an advanced level, even if you are new to the industry. As a payroll professional, it is important to maintain your company's compliance by keeping up with changing regulations and procedures. Staying current is not only important to your company's bottom line but also to your continued professional development.

The program is comprised of two professional development courses: PayTrain Fundamentals which will prepare you for the Fundamental Payroll Certification (FPC) exam and PayTrain Mastery, which is designed to prepare you for the Certified Payroll Professional (CPP) exam.*

Program enrollees receive live classroom instruction, textbooks, access to interactive online games and applications to reinforce topics learned.

*To qualify for CPP certification, candidates must have earned three years of payroll experience in the five years prior to taking the exam.

BS-605 PayTrain Fundamentals

PayTrain Fundamentals teaches the fundamental payroll calculations and applications necessary for individuals who are new to the payroll industry, those who support the payroll industry, and those who are preparing for the FPC or CPP certification examinations. This course provides the basic knowledge and skills required to maintain payroll compliance and prevent costly penalties. Topics include:

- Payroll fundamentals
- Fundamentals of payroll operations
- Paycheck fundamentals
- Payroll benefits basics
- Tax reporting
- Payroll accounting
- Professional administration

Note: The calculations covered in this course are critical to successfully passing the FPC and CPP exams and are not covered in PayTrain Mastery.

- **30 contact hours**
For schedule and tuition, please call (718) 997-5700

BS-606 PayTrain Mastery

As a continuation of PayTrain Fundamentals, PayTrain Mastery is a comprehensive course providing students with a solid understanding of advanced payroll topics necessary for payroll managers and supervisors. Ideal for the experienced payroll professional seeking compliance training, professional development, or CPP certification preparation. Topics include:

- Payroll concepts
- Payroll calculations
- Fringe benefits
- Payroll reporting and employment taxes
- Record keeping and payroll practices
- Payroll accounting
- Management and administration

Prerequisite: Successful completion of BS-605 or proof of Fundamental Payroll Certification (FPC).

- **30 contact hours**
For schedule and tuition, please call (718) 997-5700

**BOOKKEEPING
CERTIFICATE PROGRAM**

Designed for those with no previous experience in bookkeeping. But, after satisfactory completion of only two classes, BS 250 and BS 251. Qualify for employment as a full-charge bookkeeper. Bookkeepers control the "checkbook" of a business or organization, maintaining accurate records and status reports for management. Our program consists of two required courses: the first providing the knowledge and skills of bookkeeping, and the second course trains you to use a computerized accounting application program. Courses may also be taken by students not enrolled in the Certificate Program.

**BS-250, Section MR21-QC
Bookkeeping**

All the skills you need to work as a full-charge bookkeeper. Your training covers universally accepted theory and practice, including accounts receivable/payable; U.S.A. payroll processing; debit/credit theory; journal/ledger theory; inventory control; general ledger; working trial balance; and financial statements.

Note: Bring textbook to first class.

- **Monday and Thursday, 6:00 - 9:00 p.m.**
June 25 - August 16
(No classes on July 2 and July 5)
\$460 • 14 sessions • Dan Somaiah, C.P.A.

**BS-251, Section WE21-QC
Computerized Accounting**

Through hands-on practice, you'll computerize bookkeeping/accounting tasks that you used to do manually. Learn to computerize check writing, invoicing, payroll processing, job costing/project tracking, as well as billing, using a popular accounting software program.

Prerequisite: BS 250 or equivalent experience.

- **Wednesday, 6:00 - 9:00 p.m.**
June 20 - October 3
\$460 • 14 sessions • Jack Schwarz

BOOKKEEPING EXAM REVIEW**BS-252, Section WS21-QC
Certified Bookkeeper Exam Prep**

More than 50% of our students who complete the Bookkeeping Exam Review course have passed the national exam!

As a Certified Bookkeeper, you increase your earning potential, giving yourself a competitive edge. Certification distinguishes you from ordinary bookkeepers because it proves you can handle all the books through the adjusted trial balance for a company of up to 100 employees. Certification is also proof of your bookkeeping skills and ability, proof that you have met high national standards and proof that you can execute those skills.

This course focuses on one goal: To prepare you for the national Certified Bookkeeper examination — three tests covering the five skills.

1. Adjusting entries (accruals and deferrals)
2. Correction of accounting errors and the bank reconciliation
3. Basic books and tax depreciation
4. Basic payroll: paying wages, withholding, depositing, and reporting taxes using the basic forms (W-2, 941, 940, 8109)
5. Merchandise inventory

Use five workbooks (one for each subject) created by the American Institute of Professional Bookkeepers, specifically to prepare you for the certification exam. Each workbook includes quizzes in the areas you are tested on in the national exam.

The experience requirements for certification — two years' full-time experience or the part-time equivalent (3,000 hours) — may be met before or after the exam. Those who have the experience requirement are certified upon passing the national exam. Those not meeting the experience requirement, but who pass the exam receive a personal letter to their employer or prospective employer describing the specific bookkeeping and accounting skills they have proven by passing the national Certified Bookkeeper exam and stating that they need only the experience to become certified.

- **Wednesday, 6:15 - 9:15 p.m.**
Saturday, 10:00 a.m. - 3:00 p.m.
June 6 - September 5
\$1,160 • 22 sessions • TBA
Fee includes tuition (\$750), tests (\$265), and books (\$145)

OPEN HOUSE

Come to the Continuing Education Open House for answers to questions about certificate programs, courses, careers and opportunities.

Register at the Open House and receive a
5% DISCOUNT
on your tuition.

MONDAY, MAY 14, 2007
6:00 - 8:00 pm
Student Union, 4th Floor



BUSINESS and MANAGEMENT

Gaspere Scaturro, Educational Coordinator

MANAGEMENT AND SUPERVISORY SKILLS

Learn how to maximize your ability to plan, organize, and direct work with your staff. Get a handle on finance, understand statements, and gain communication, leadership, motivation and mediation skills. Learn the latest management practices from our staff of working professionals

REQUIRED COURSES

- BS-400 Effective Manager
- BS-401 Supervision — First Line
- BS-402 Finance and Accounting for the Nonfinancial Manager
- BS-409 Business Writing
- BS-415 Public Speaking for Business and Beyond

ELECTIVE COURSES (SELECT ONE)

- BS-405 Exercising Leadership
- BS-423 Managing Conflict, Diversity, and Difficult People

**BS-400, Section MO21-QC
Effective Manager**

The role of a manager has changed in many organizations. A modern manager faces changing challenges in a fast-paced and competitive environment. The class will focus on many of the talents needed to be effective. They include: managing time and stress, building a skilled and motivated workforce, encouraging team work, the importance of organization, building trust and respect with your staff. Come to learn how improve your effectiveness.

- **Monday, 6:00 - 8:00 p.m.**
June 4 - July 30 (No class July 2)
\$202 • 8 sessions • TBA

**BS-401, Section TH21-QC
Supervision - First Line**

Good supervision is a lot more than just getting the work done. It's about building relationships, encouraging your workers to develop their potential and work as a team. Get the basics you need to do a great job — dealing with your own transition into management, defining your workers' responsibilities, and developing good communication skills. Learn to pinpoint strengths and weaknesses in yourself and others. Locate the resources you need and use a development plan. There's plenty to learn here for both new and experience supervisors.

- **Thursday, 8:00 - 10:00 p.m.**
June 14 - July 19
\$145 • 6 sessions • Gaspere Scaturro

**BS-402, Section TU21-QC
Finance and Accounting
for the Nonfinancial Manager**

This invaluable course introduces the world of finance and accounting to managers with little exposure to these topics. Learn to analyze statements, understand cash flow and liquidity, define assets, liabilities and equity, and understand balance sheets and the income statement.

- **Tuesday, 7:30 - 10:00 p.m.**
June 5 - July 10
\$160 • 5 sessions
Ginger Broderick, C.P.A.

**BS-405
Exercising Leadership**

Having trouble in directing people? Losing control? Learn the fundamentals of leadership and how to use it in achieving your goals. The class provides insight into how one succeeds and why one fails. Students are trained by a combination of lectures, readings, case studies and group activities.

- **Offered Fall 2007**

**BS-409, Section TU21-QC
Business Writing**

Always express yourself clearly. That's the secret to successful business reports, letters, and memos. Learn to write in simple, precise, and readable language.

Prerequisite: English fluency.

- **Tuesday, 6:00 - 8:00 p.m.**
June 5 - August 14
\$240 • 10 sessions • Tom McCreight

**BS-415, Section WE21-QC
Public Speaking
for Business and Beyond**

Good public speaking skills give you a solid edge, and they pay off for life! Classes focus on: managing the jitters; guidelines for effective presentations; speech titles, introductions, openings, transitions, and closings; the use of humor and quotations; visual aids and props; positive body language; conducting a question and answer session; and public speaking Do's and Don'ts.

- **Wednesday, 6:30 - 8:30 p.m.**
July 11 - September 5
\$235 • 9 sessions • Denise Miller

**BS-423, Section MO21-QC
Managing Conflict, Diversity,
and Difficult People**

Avoid arguing, fighting, and backstabbing. Learn to control tough situations and handle difficult people. Determine how to assess the problem, respond to negativity, and to demonstrate self-control. Explore mediation, arbitration and strategies for managing conflict.

- **Monday, 8:00 - 10:00 p.m.**
June 4 - July 16
\$165 • 7 sessions • Mitchell Sturmen

**PROFESSIONAL DEVELOPMENT
WORKSHOPS AND SEMINARS****BS-430, Section SA11-QC
Advanced Resume Workshop**

No one resume does it all. This class will help participants with existing resumes, to refine or modify their resumes to effectively showcase their talents, experience and expertise. This workshop will examine methods for highlighting special skills, review resume basics and discuss different formats to target specific company positions or areas of employment. Bring five copies of your resume to class.

- **Saturday, 1:00 - 4:00 p.m.**
July 21 and July 28
\$80 • 2 sessions • Denise Miller

**BS-424, Section SA11-QC
Assertiveness Training**

Being assertive is a way to get noticed and get results! This class reviews the components of assertive, passive and aggressive behavior. Learn how to improve your effectiveness and productivity. Guidelines for self assessment will be discussed.

- **Saturday, 12:30 - 3:30 p.m.**
June 9
\$40 • 1 session • Gaspere Scaturro

**BS-433, Section SA11-QC
Perfecting Your Interview**

A job interview is one of the most important business encounters. The outcome, can shape the direction of your career's success. Find out what information needs to be conveyed to insure the interviewer makes a favorable decision about your fit in the department or organization. Learn how to respond to various questions (both appropriate and inappropriate) in ways that will demonstrate your competence. We will examine different interviewing techniques (stress interviews, one on one interviews and even interviews while dining). Interviewing etiquettes will also be covered.

- **Saturday, 1:00 - 4:00 p.m.**
August 4 and August 11
\$80 • 2 sessions • Denise Miller

**BS-432
Marketing You!
Package Yourself for Success**

You only have a few moments to make a good first impression. Learn to take a critical look at yourself and discover methods to improve one's image. Study the components of personal presentation to make that all-important event the best possible. In this ever-changing world, we need to continually present ourselves to new people in new situations as they arise. Many an opportunity is gained on a good first impression. Make yours a lasting and successful professional impression.

- **Offered Fall 2007**