

# Business Institute

**Bookkeeping and Accounting Certificate** Our popular Bookkeeping and Accounting Certificate Program is designed to afford students entry and advancement within the office environment. The Program develops the students' bookkeeping and accounting skills and knowledge and prepares them for the dynamic world of business. Must have basic computer skills. **REQUIRED COURSES:** 1. Bookkeeping/Accounting I 2. Bookkeeping/Accounting II 3. Microsoft Excel (Beginning) 4. QuickBooks

**Bookkeeping and Accounting I** \$275 **QuickBooks** \$275

This is a basic introductory course. Learn the fundamentals of bookkeeping; recording entries, posting, making a trial balance, balance sheet and income statements.

**Textbook is required and is not included in course price.**

BI-OS400A Tues. and Thur., 6 – 9 p.m.  
Feb. 9 – Mar. 2 (7 sessions)

*Required: Bookkeeping and Accounting I and II or previous bookkeeping experience.* This is an overview of the QuickBooks accounting practices for a small business. You will learn how to handle accounts receivable and accounts payable transactions. **Textbook is required and is not included in course price.**

BI-OS403A Thur., 6 – 9 p.m.  
Apr. 29 – Jun. 10 (7 sessions)

**Bookkeeping and Accounting II** \$275

*Required: Bookkeeping and Accounting I or prior bookkeeping experience.* This course covers accounts payable, accounts receivable, purchases, credit card sales, sales tax and inventory control, as well as introducing students to payroll. **Textbook is required and is not included in course price.**

BI-OS401A Tues. and Thur., 6 – 9 p.m.  
Mar. 9 – 25 (6 sessions)

**Microsoft Excel (Beginning)** \$195

This is a spreadsheet program. Learn to organize financial information for analysis and decision-making. Must have basic computer and keyboarding skills.

CT-MC503C Tues. and Thur., 6 – 9 p.m.  
Apr. 6 – 20 (5 sessions)



## FREE SEMINAR

Highly Experienced  
Management Consultant,  
University Business Instr.  
Entrepreneurial Speaker  
**Bruce Blaylock**



Is hosting a free 2-hr seminar.  
Get tips and advice on how to:

**Launch Your Business  
or  
Grow Your Existing Business**

Feb. 6 Sat., 11 a.m. – 1 p.m.

**(NEW) Create Your Small Business Brand** \$475

**In today's graphic intensive world, clear and concise communication for any business is important. Your visual identity, informational and promotional material can potentially set your business ahead of the curve.**

Under the hands-on guidance of the tutor you will sit in the driver's seat as you create your identity. Participants will be led through a series of creative, fun, intellectual stimulating design exercises that seek to strengthen their business or personal brand identity. From creating a logo to using it to harness your corporate ID, to brochure and animated web banners, this 6-step workshop is non-stop fun. Instruction from the workshop will mirror real world graphic designs challenges and help students attain their goals. Emphasis is placed on the process by which ideas are developed, edited, and presented, as well as layouts, typography, printing and production.

**CALL TODAY  
TO RESERVE  
YOUR SEAT!**



Additionally, this workshop will:

- Help you analyze your competitive edge
- Understand your target audience
- Analyze your competition, image and packaging and the laws of branding

**Session 1:** Intro/ Corp ID – understand the need for a strong Corp ID

**Session 2:** Corp ID: Logo – see how a logo harnesses the power of your Corp ID

**Session 3:** Collateral: Business Card / Letter Head – apply the Corp ID and logo to collateral material

**Session 4:** Collateral: Brochure – select images and content for a powerful circular or leave behind

**Session 5:** Advertising: Print

**Session 6:** Advertising: Web (web banners/ animation)

BI-SM194 Sat., 11 a.m. – 5 p.m.

Feb. 20 – Mar. 27 (6 sessions)

**TOTAL: (Bookkeeping and Accounting) \$1065:** Total cost if paid all at once, including processing fee and certificate fee. Courses may be taken on an individual basis without applying to the Certificate Program.

# Business Institute

**Advanced Certificate in Construction Management** This program was created in collaboration between Adult and Continuing Education and Turner School of Construction. The program was designed to be completed in one year and will be awarded upon completion of training in the required core courses and workshops. Students will gain the foundation to manage a construction project from conception to completion and to develop construction management skills for daily exchanges with staff, peers and business associates. This certificate is ideal for those in the industry with knowledge of practical functions but would like to enhance knowledge on the critical path method theory behind daily activity. *Requirement: High School Diploma/GED and a minimum of 3 years employment as an employee or owner in the building industry. NO FEE workshops open to Certificate students only.*



**REQUIRED COURSES:** All courses listed below are required to receive a Certificate of Completion.

## Introduction to Construction

### Management **\$325**

Students will learn the fundamentals of construction management. **Required textbook:** *Construction Management Jumpstart*, by Barbara J. Jackson – Published - 09/2004

BI-SM131 Tues. and Thur., 6 – 9 p.m.  
Mar. 16 - Apr. 15 (12 sessions)

## Fundamentals of

### Estimating I **No Fee**

A course designed to develop three basic fundamentals: Preconstruction Coordination, budget preparation. Introduction to basic principles of major Structural, Architectural & MEP Systems (HVAC), Fire Protection, Plumbing and Electrical work.

BI-SM132 Thur., 6 – 9 p.m.  
Apr. 22 (1 session)

## Fundamentals of

### Estimating II **No Fee**

A continuation of course one.

BI-S132 Tues. and Thur., 6 – 8:30 p.m.  
Apr. 27 and 29 (2 sessions)

## Intro. to Building Information

### Modeling (BIM) **No Fee**

BIM is dramatically reshaping the way project teams work together to increase productivity and improve outcomes. BIM software helps the team visualize a project in 4D while enhancing coordination efforts. This class will show you how this transformative technology is molding the future of the construction industry while effectively cutting cost and time on your project.

BI-SM143 Tues., 6 – 9 p.m.  
May 4 (1 session)

### Project Management **\$325**

Students will learn how to manage a project from a project manager point of view. **Required Textbook:** *Project Management in Construction*, by Sidney M. Levy – Published - 09/2006

BI-SM133 Tues. and Thur., 6 – 9 p.m.  
May 6 - Jun. 3 (9 sessions)

### Sustainable Building **\$200**

This course is geared to both introduce and help further familiarize construction trade contractors with Sustainability, USGBC LEED rating, identifying green design and construction resources, as well as review of green materials utilized on construction projects. The course will also provide an overview of typical contractor responsibilities and requirements for Sustainability/LEED projects.

BI-SM 144 Tues. and Thur., 6 – 9 p.m.  
Jun. 8 - 22 (5 sessions)

### OSHA Requirements & Construction Safety I **No Fee**

This course will educate individuals on how to check and uphold safe working conditions for personnel during all phases of construction. Students will acquire an understanding of the liabilities associated with unsafe working conditions/actions and will be able to implement the necessary actions to reduce risk.

BI-SM136 Thur., 12 – 5 p.m.  
Jun. 24 (1 session)

### OSHA Requirements & Construction Safety II **No Fee**

A continuation of course one.

BI-SM137 Fri., 8 a.m. – 1 p.m.  
Jun. 25 (1 session)

### Fundamentals of Construction Scheduling **\$225**

Students will learn the fundamentals of interior project management. No textbook required.

BI-SM134 Tues. and Thur., 6 – 9 p.m.  
Jun. 29 - Jul. 20 (4 sessions)

### Field Management & Project Site Tour **\$200**

Students will learn the fundamentals of field management and project supervision. **Required Textbook:** *Construction Jobsite Management*, by Minicks & Johnston – Published - 09/2003. Project Site Tour focuses on the live developments on a construction project. It exhibits the coordination between the participants and their schedules. During this walk through you will learn to recognize the complexities of a site.

BI-SM141 Tues. and Thur., 6 – 8:15 p.m.  
Jul. 22 - Aug. 5 (4 sessions)

## OPEN HOUSE

Jan. 20 & 21 (6 - 8 p.m.)  
at 1150 Carroll St., Cafeteria.

Register at an Open House and  
receive 5% OFF your tuition  
plus a chance to win a free class!

**TOTAL: (Advanced Construction Management) \$1,300** Total cost if paid all at once, including certificate fee. Fee-based courses may be taken on an individual basis without applying to the Certificate Program.

# Business Institute

## **(New) Non-Profit Law \$275**

This course is ideal for officers, directors and board members, or those seeking to start a non-profit. Learn how to draft by-laws. Effectively file form 1023 for tax-exemption. Understand fiduciary duties of officers and directors. Understand the consequences of non-profits which engage in profit-making activities. **Taught by Non-Profit instructor and speaker Leah Goodridge, J.D.**

**BI-PD701** Mon. and Wed., 6 – 9 p.m.  
**Mar. 1 - 24** (8 sessions)

## **(NEW) Finding Corporate Sponsors for Non-Profit Organizations \$495**

Corporations anticipate a return on investment (ROI) for the funds they invest in non-profit organizations. This dynamic six week course covers all elements of corporate sponsorship and concludes with a guide to assessing a sponsorship proposal before and after the campaign to set realistic goals that will create a foundation for continued financial support. Weekly topics include:

- Week 1:** Defining sponsorship, an overview of current fundraising sponsorship climate.
- Week 2:** Planning, cost, staffing and daily task of managing a sponsorship campaign.
- Week 3:** Relationship building and corporate communications.
- Week 4:** Media partnerships, new media, on-line fundraising and social networking.
- Week 5:** Proposal development and design.
- Week 6:** The campaign, pre/post campaign assessment, selling the sponsorship proposal.

**BI-SM188** Tues., 7 – 9 p.m.  
**Mar. 5 – Apr. 13** (6 sessions)

**ABOUT THE FACILITATOR:** Diana Pharr moved into the non-profit sector in 1997 as the Director of Corporate Relations for The Harlem Venture Group, building on 15 years advertising sales experience including Account Management for Inner City Broadcasting, and Managing Director for the City Sun Newspaper. Corporations for which she has secured sponsorship funding on behalf of clients include HSBC, JP Morgan Chase, IBM, Washington Mutual, Carver Bank and Bloomberg. Ms Pharr is a Sponsorship Consultant working primarily with nonprofit organizations.

“Excellent!! The information was cutting edge, exactly what non-profits need to move their organizations to the next level.”

*Jodi Brockington,  
New York Urban League Inc.*

“Very good for transitioning from traditional fundraising to corporate sponsorship.”

*Cheryl Hunter Grant, Co-Chair  
Sickle Cell Advisory Consortium Inc.*

## COMING SOON

### Marketing Like the Pros: for Small Business/Non-Profits

Learn how to market like a professional:

- Top 5 reasons most marketing efforts fail.
- How to prioritize your marketing efforts.
- How to unify your organization’s brand with a compelling marketing message.
- How to leverage partnerships without fragmenting your brand.
- How to use communications to establish credibility, educate audiences and raise funds. **Call to join our waiting list.**

## Entrepreneurship Certificate

Do you have what it takes to start or grow your own business? Continuing Education has partnered with Future Executives, Inc. on this exciting new Entrepreneurship Certificate. Take control of your financial life and learn the essentials you need to know to launch and grow a small business. Classes can be taken on an individual basis.

### **Entrepreneurship \$175**

Key steps to successful marketing campaign.  
**BI-SM160** Sat., 11 a.m. – 1 p.m. (4 sessions)

### **Career Building \$135**

Step-by-step outline to achieve career goals.  
**BI-SM161** Sat., 11 a.m. – 1 p.m. (4 sessions)

### **Personal Branding \$135**

Key skills to create buzz and awareness.  
**BI-SM162** Sat., 11 a.m. – 1 p.m. (4 sessions)

### **Wealth Building \$65**

Manage and build your personal finances.  
**BI-SM163** Sat., 11 a.m. – 1 p.m. (2 sessions)

**Call to join the waiting list for these classes.  
Total cost (\$510) with processing & cert. fee.**

## Green Training Programs (see p. 7 and 8 for more...)

### **Building Analyst Training (BPI) \$1245**

Building Analyst Training uses the ‘whole house’ performance-based approach, addressing a comprehensive range of building issues such as fundamentals of building science, energy consumption analysis, and health and safety. NYSERDA will reimburse 100% of the fee upon completion of the course for those who live or do business ONLY in Con Ed territory (does not include those living or doing business in NJ or Long Island). The Center for Sustainable Energy will send in a reimbursement request to NYSERDA upon your completion of course. **(Feb. 8 – 28)** Contact Victor at 718-289-5334 or email: victor.rajcoomar@bcc.cuny.edu.

### **(New) Building Envelope Professional Training (BPI) \$1325**

Building Envelope Professional Training covers advanced building envelope diagnostics, evaluation and repair skills. NYSERDA will reimburse 100% of the fee upon completion of the course for those who live or do business ONLY in Con Ed territory (does not include those living or doing business in NJ or Long Island). The Center for Sustainable Energy will send in a reimbursement request to NYSERDA upon your completion of course. **(Mar. 3 – 20)** Contact Victor at 718-289-5334 or email: victor.rajcoomar@bcc.cuny.edu.

### **(New) 40-hour Introductory Photovoltaic Design and Installation \$650**

Prerequisite: 36-hour Math/Electricity Basics for Photovoltaics class. This is the industry-wide accepted introductory class designed for individuals interested in entering the solar field, and is based on the NABCEP Task Analysis. At the conclusion of the class, CSE offers review sessions and the NABCEP Entry Level Exam for \$100. This entry level exam certifies that the student has achieved basic comprehension and application of key terms and concepts of photovoltaic (solar electric) system operations, knowledge that prepares him/her for an entry level job in the industry. (differs from Solar Installer Certification Exam.) **(Feb. 9 – Mar. 20)** Call 718-804-8850 or email: ace.info@mec.cuny.edu.

# Business Institute

## REAL ESTATE COMING SOON!

NY State Real Estate Salesperson  
Licensing Course (75 hours)



According to the Bureau of Labor Statistics, projected employment of real estate brokers and sales agents indicates growth of 14% during the 2008-18 decade, faster than average than for other occupations. The recent recession has affected this projection to some degree; however, people still need a place to live, businesses still need a location, and investors are still looking for ownership opportunities. **Adult & Continuing Education at Medgar Evers College (CUNY) is pleased to announce its plan to offer the New York State Real Estate Salesperson Licensing Course with the new 75-hour requirement.** Real Estate studies examine the investment, development, and management of real estate assets. Studies in this field provide students with analytical skills and the historical context to understand the real estate business and the regulatory environment. If you are looking to participate in selling/buying real property, or renting an apartment for a fee/commission obtaining a real estate license is the first step. This course is the mandatory prerequisite to taking the NYS Real Estate Salesperson Exam. It also provides first-hand knowledge of the real estate industry to help maintain your current real estate investments, venture in as a first time homebuyer, or better understand your rental rights and obligations. **Taught by Trisha Ocona Francis, Licensed Real Estate Broker: NY. Real estate business owner and writer of "Ask Trisha", a Real Estate Q & A featured in Caribbean Life.**

The program will be overseen by Real Estate Coordinator Winnie Robinson, who brings significant experience in Real Estate, Workforce Development and Marketing.

"Real Estate studies will prepare students for a successful career as a real estate professional in time for the economic upturn", states Ms. Robinson. "The right timing is key to success!"

## COMING SOON

### Appraiser Assistant License

Appraiser Assistants work under the direct supervision of a certified or licensed real property appraiser and assist in appraising those properties which the supervising appraiser is permitted to appraise.  
**Call to join our waiting list.**

### (New) Commercial Real Estate Investment Opportunities \$75

Learn to develop a "Millionaire Mindset" and uncover commercial investment opportunities.

BI-SM196 Sat., 10 a.m. – 12 p.m.  
Feb. 27 (1 session)

### (New) Think Big Real Estate 101 \$75

Get step by step instructions in how to purchase property and realize Big Profits.

BI-SM197 Sat., 10 a.m. – 12 p.m.  
Mar. 13 (1 session)

### (New) Grow your Business: What Every Small Bus. Owner Needs to Know \$75

Learn strategies for forming associations and building better business relationships.

BI-SM195 Sat., 10 a.m. – 12 p.m.  
Feb. 20 (1 session)

### The Family Day Care Licensing Process \$245

Are you ready to open your own childcare center? Learn how to get started on your dream plus the requirements of operation and resources needed for opening and operating a licensed center. Understand the definition of family day care, registration information, management, and administration. **Textbook required and not included in price.**

BI-SM115 Mon. and Wed., 6 – 9 p.m.  
Feb. 22 – Mar. 15 (7 sessions)

### The Business of Music \$145

For performers, producers, managers, songwriters, and those running or starting record labels or other entertainment companies in all musical styles. Covers Entertainment Law, what a "good deal" would be in recording; production and management contracts; and songwriter and publishing deals. Other topics: royalties/points, record labels, distribution deals, negotiation skills, marketing, promotion, copyrights, trademarks.  
**Call to join our waiting list.**

BI-MD201 Fri., 6 – 9 p.m.  
Date: TBA (5 sessions)

### Web Marketing & Analytics \$395

Learn how to drive more traffic to your site and how to convert visitors to customers. Designed for any entrepreneur with a website, this seminar will cover what you need to know about Web Marketing and how to get started or to increase your skills in using Analytics to predict and measure your efforts. Handouts of presentations will be included. **A unique feature of this seminar is that you will be given an analysis of your own site and what you can do to improve it! Taught by Yla Eason, Internet Marketing expert and recipient of many awards including The Business Enterprise Trust Award, awarded by President Bill Clinton.** Space limited to 20 people; one additional person may attend and observe for \$50. **Call to join our waiting list.**

BI-SM106 Sat., 9 a.m. – 12 p.m.  
Date: TBA (2 sessions)

This course may be customized on demand.



## Want to Start a Business? Improve What You Have?

### Entrepreneurship Boot Camp \$295

This two-day boot camp for entrepreneurs will familiarize participants on how to launch and maintain a financially sound and successful business. Participants will learn how to conduct market research and earnings forecast, write a successful business plan, read and analyze financial statements, prepare budgets, forecasts and variance analysis, employ cash flow monitoring, establish internal controls and processes, understand different forms of business ownership and its tax implications, and overview payroll and sales tax reporting requirements. **Sessions taught by finance veteran Lorna Colgan, CPA, CFP, MBA**

BI-SM159 Sat., 10 a.m. – 5 p.m.  
Date: TBA (2 sessions)

Call to join the waiting list for this program.



## SECURITY GUARD TRAINING

All courses below offered in partnership with Castillo Training Institute (CTI), an approved security guard training school by NYS Division of Criminal Justice Services. Visit CTI online at [www.castillosecurityservices.com/cti](http://www.castillosecurityservices.com/cti). *Job Placement available upon completion.*

### 8-hour Training **\$40**

Eight hour pre-assignment training course for security guards. Topic areas: role of a security guard; legal powers and limitations; emergency situations; communications and public relations; access control; ethics and conduct; review and examination. **Textbook included in course fee.**

**BI-SM190 B** Sat., 9 a.m. – 5 p.m.  
Feb. 13 (1 session)

### 16-hour Training **\$65**

16 hour on-the-job training course for security guards. Topic areas: role of a security guard; legal powers and limitations; emergency situations; communications and public relations; access control; ethics and conduct; report writing; review and examination. **Textbook included in course fee.**

**BI-SM191B** Sat. and Sun., 9 a.m. – 5 p.m.  
Feb. 20 and 27 (2 sessions)

### 4-hour Fire Guard Prep. Course **\$75**

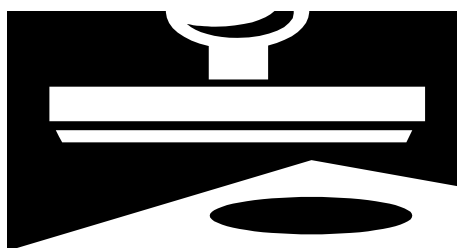
Topic areas: Hi-Rise buildings; hotel and motel; review and examination.

**BI-SM192 B** Thur., 6 – 10 p.m.  
Mar. 4 (1 session)

### 4-hour Adult CPR/AED Training **\$65**

Topic areas: Adult Cardiopulmonary Resuscitation—CPR; Automatic External Defibrillator—AED; Review and Examination.

**BI-SM193 B** Fri., 6 – 10 p.m.  
Mar. 5 (1 session)



## Notary Public Seminar **\$85**

This intensive four-hour seminar will prepare you to pass the Notary Public Exam and is recommended for public service employees, law offices, real estate firms and banks. Students will receive sample tests, a handbook, a notary book of actual laws, rules and procedures on the exam and test app. U.S. citizenship required. **Textbook is required and is not included in course price.**

**BI-SM102A** Sun., 9 a.m. – 1 p.m.  
Date: TBA (1 session)

**Call to join our waiting list.**



## OPEN HOUSE

**Jan. 20 & 21 (6-8 p.m.)**  
1150 Carroll St. Cafeteria

**Register at an Open House  
and receive 5% OFF  
your tuition plus the chance  
to win a free class!**

## Special Events Planning **\$85**

Are you creative? Love working with people? Want a new and fun career? Learn how to become a successful event planner plus how to find your niche, plan your home office, decide what special services you will offer, plan an event from A to Z, and much more. **Materials included. Call to join waiting list.**

## One-Day Staff Development SEMINARS

"Eileen is an inspiration to me. She is always finding and implementing the best, most up to date ways to reach out to and serve her client base."

**Alison Gilbert, owner, MARKETING BYTES Business Marketing Solutions**

**Trainer Eileen Lichtenstein, MS. Ed., is President of Balance & Power, Inc., a coaching and consulting firm found online at: [www.balanceandpower.com](http://www.balanceandpower.com).**

### Communication **\$125**

Discover how others perceive you and how to communicate clearly, confidently and consistently. Role playing and feedback will be strongly emphasized. **Required course workbook is \$20 and is not included in course price.**

**BI-FS101** Sat., 9 a.m. – 3 p.m.  
Feb. 6 (1 session)

### Team Building **\$125**

Understand the aspects of dynamic teams and how to handle stars and underperformers. Learn how to keep team members engaged, promote good decision making, and maintain consistently strong performance. **Required course workbook is \$20 and is not included in course price.**

**BI-FS102** Sat., 9 a.m. – 3 p.m.  
Feb. 20 (1 session)

### Leadership **\$125**

Understand the difference between leading and managing and how to do both. Learn the principles of dynamic leadership for change and how to motivate yourself and others. **Required course workbook is \$20 and is not included in course price.**

**BI-FS100** Sat., 9 a.m. – 3 p.m.  
Feb. 27 (1 session)

**Additional training offered on demand: CONFLICT RESOLUTION and CUSTOMER SERVICE.** All trainings are customizable for onsite training. For details email: [jbissell@mec.cuny.edu](mailto:jbissell@mec.cuny.edu).

# Business Institute

## 20 Ways to Earn Residual

**Income** **\$50**

Concerned about the economy? Got increasing expenses? Ever run out of money before you run out of month? Residual income could be your answer. Residual income means getting paid over and over again, based on a one-time effort. Uncover over twenty specific ways to earn ongoing, residual income. This course is packed with solid, practical information!

**BI-SM180** Sat., 9 – 11:45 a.m.  
**May 8** (1 session)

## How to Build a Fun and Profitable Home-Based Business

What kinds of home-based businesses are out there? Which is best for you? How do you research an opportunity to know if it's for real? What does it take to become successful and how do you get paid? Gain access to 70 different ways to market your products and services. Regardless of the company you choose, you'll learn skills and activities that, step by step, will lay out what it takes to earn more money and have more fun!

**BI-SM181** Sat., 12:15 – 3 p.m.  
**May 8** (1 session)



## ServSafe—Alcohol

**\$85**  
 Responsible alcohol service is an issue that touches your business, your customers and your community. Developed by the National Restaurant Association Educational Foundation (NRAEF), ServSafe Alcohol raises the bar in responsible alcohol service training and certification. ServSafe Alcohol is today's real-world training solution, with practical knowledge and best-in-class resources that help to prepare and protect every operation every day. **Instructor E. Charles "Chuck" Hunt served as the Executive Vice President of the New York State Restaurant Association.** For details contact Victoria at 212-398-9160.

**BI-FS109** Thur., 10 a.m. – 5 p.m.  
**Date: TBA** (1 session)  
 Call to join our waiting list.

"Bruce is a business consultant and manager of the highest caliber."

**Mr. R. M. Thompson Jr., COO**  
 INTEGRITY MANAGEMENT GROUP

Classes will be taught by **Bruce Blaylock**, who brings over 20 years of experience at an executive and consultative level.

## Strategic Selling for Beginners and Advanced

**\$245**  
 Want to sell your product or service for more money, while selling more of it? In this Strategic Selling Series, learn how to build value to sell your product or service for more money, increase your average sale amount by cross selling multiple products and up selling on the spot or later, decrease your selling cycle through reputable urgency techniques and nearly eliminate your cancellation rate while tripling your repeat sales and referral ratio. In addition, learn advanced psychological tactics to build trust, establish rapport and break down barriers. Discover the secrets that only professional closers know which is how to get major decision-makers to call them back. You will also learn the latest technique, Spin Selling, and the art of negotiation to close the very savvy senior executive. As a bonus, the instructor will also offer free individual consultation to help design a creative sales and marketing strategy specific to the student's product or business. **Call to join our waiting list.**

**BI-SM182** Mon., 6 – 8 p.m.  
**Date: TBA** (10 sessions)

## Success Planning & Goal Achievement

**\$245**  
 Imagine if you knew what you wanted out of life in every aspect including financially, professionally, spiritually, educationally, family/relationships, and material objects. In addition, you had a solid game plan designed specifically for you on how to achieve it all with a definite time in mind. Learn to apply principles to whatever you want an achieve it. **Call to join our waiting list.**

**BI-SM 183** Wed., 6 – 8 p.m.  
**Date: TBA** (10 sessions)

The four courses below will be taught by **Teri Coaxum, M.P.A., M.B.A., Deputy State Director for Sen. Charles Schumer.**

## Business Networking

**\$85**  
 Learn to maximize the potential in power relationships and gain access to strategic resources.

**BI-SM184** Tues., 6 – 9 p.m.  
**Call to join our waiting list.** (1 session)

## Business 101

**\$85**  
 Learn how to incubate your small business and be successful with limited resources.

**BI-SM185** Tues., 6 – 9 p.m.  
**Call to join our waiting list.** (1 session)

See p.19 for more courses by **Teri Coaxum: "Government 101" and "From Arrest to Arraignment."**



## Business Planning, Analysis & Controls

**\$495**  
 This eight week course will familiarize business students and business owners alike on the financial aspects of running a business. Real world examples and case studies will enhance the theoretical and practical aspects of your learning. Learn how to read and analyze financial statements, prepare budgets, forecasts and variance analysis, overview of payroll and sales tax reporting requirements as well areas of financial planning such as insurance and retirement options. **Taught by finance veteran Lorna Colgan, CPA, CFP, MBA. Can be offered onsite on demand.**

**BI-SM150** Sat., 10 a.m. – 2 p.m.  
**Date: TBA** (8 sessions)

Call to join our waiting list.

# Business Institute

**Sustainable Architecture Certificate** The program covers approaches in Green architecture, Agencies and Technologies involved with different rating systems as applicable in various cases of build forms. Trainees develop an understanding and level of familiarity with LEED (Leadership in Energy & Environmental Design) for all structures, its credit intents, requirements, costs and benefits. LEED is presented as an integral part of the construction process, creating a sense of awareness of new design possibilities and the revolution of materials and technology. The course will explore the trend of developing healthier communities via sustainable design by defining effective ways to utilize energy and water usage. Elements from architecture, civil engineering, landscape architecture, environmental and land use planning, and construction management will be incorporated. Includes successful strategies to implement green building and sustainable design into site planning and design, building design and construction and building management practices. **Instructor E. Dominique Paraison has more than 14 years experience in program/project management, architectural/design, construction, site safety management.**

## Introduction and Course Overview

Course introductions, readings, lesson format, basic course guidelines, rules and regulations, course philosophy, knowledge, educational goals, assessment structure, student intro.

**BI-SM170** Mon., 6 – 8 p.m.  
**Feb. 8** (1 session)

## Green Building Assessment

Understand the current version of the LEED rating system from a practitioner's view point.

**BI-SM170A** Mon., 6 – 8 p.m.  
**Feb. 15** (1 session)

## Green Building Process

Reviews traditional design-bid-build process and get a detailed explanation of integrated design is, how it differs from the traditional approach and how effective integrated design process must be managed. Includes examples illustrating the benefits and demands of integrated design. Students will understand the design process and which sustainability activities must happen in each stage of the design process. Gives overview and examples in effect for Integrated design; learn why it's difficult, what the typical barriers are, and strategies for making it work.

**BI-SM170B** Mon., 6 – 8 p.m.  
**Feb. 22** (1 session)

## Ecological Design

Explains why an important key to creating a high-performance green building lies in the ability of the design team to understand and apply concept of ecological or green design. In addition to the environmental implications, performance and cost criteria must be addressed in the selection process. The class will also be exposed to the design process in utilizing a rating system such as LEED.

**BI-SM170C** Mon., 6 – 8 p.m.  
**Mar. 1** (1 session)

## Sustainable Sites and Landscaping

This lecture will teach students about how land use and landscape design are closely coupled in offering opportunities for innovation in the application of resources needed to create the built environment. Students will also learn that the appropriate use of land is a major issue of green building. The issues covered in this section parallel the credit structure of the USBGC LEED-NC green building assessment system, which combines land use and landscape under the category Sustainable Sites.

**BI-SM170D** Mon., 6 – 8 p.m.  
**Mar. 8** (1 session)



## Life Cycle Costing

Builds upon the two previous lectures to explore a wide range of effective strategies for influencing the process at the right stages for the purpose of integrating sustainability while meeting basic business & design objectives. A range of strategies will be provided and explored relating to each stage in the design process. Strategies will include life cycle costing, integrated design, energy modeling, team management, exemplary technologies and materials, contracts and specifications.

**BI-SM170E** Mon., 6 – 8 p.m.  
**Mar. 15** (1 session)

## Energy and Buildings

This lecture will present important considerations for the design of a sustainable building: Lighting – day lighting; ventilation – natural ventilation; indoor air quality; passive and active systems for energy production and conservation, elements of successful design of a building envelope. **Session 7a: Indoor Environmental Quality:** This lecture will explore how buildings affect the health of their occupants. The course will be exploring topics as Sick Building Syndrome (SBS) and Building-Related Illness (BRI) the two major classes of problems associated with building health.

**BI-SM170F** Mon., 6 – 8 p.m.  
**Mar. 22** (1 session)

## Energy and Hydrologic Systems

Much of the attention on high-performance green building design has been focused on superior energy performance because there are demonstrable, easy-to-document savings that can be used to justify investments in energy conservation. But for the building hydrologic system, the savings for water conservation and innovative handling of wastewater are not to easy document. Water has been a heavily subsidized resource, as has been the treatment of wastewater effluent. **Session 8a: Materials/Specifications:** The first hour will present current trends in design utilizing environmentally friendly materials (recycled content, rapidly renewable materials). The second hour will focus on how to write construction specifications to ensure sustainability.

**BI-SM170G** Mon., 6 – 8 p.m.  
**Mar. 29** (1 session)

**Call Today  
To Reserve  
Your Seat!**



**TOTAL: (Sustainable Architecture) \$295:** Total cost of this program, including processing fee and certificate fee. Sessions may not be taken on an individual basis.

# Business Institute

**Project Management Certificate** The Project Management Certificate Program develops key leadership skills necessary for succeeding in today's business environment. Students gain a cohesive bundle of knowledge, skills, and processes that interact to attain organizational objectives. The coursework emphasizes practical application and implementation in real-world business situations, with integration of social and ethical implications throughout. The student examines the management of project development and information systems, focusing on project planning and control, including scheduling; application software development; costing; organization; documentation; evaluation; and staffing. The definitions of appropriate delivery mechanisms—hardware, software, and communications networks are examined. **Instructor E. Dominique Paraison has over 14 years experience in program/project management.**

**Designed for new and prospective managers and newly promoted supervisors from both technical and non-technical professions including:** engineering, telecommunications, computer/information technology, biological/health sciences, pharmaceuticals and biotechnology, environmental technology, hospitality/food services, professional associations and government agencies. Class requirements are to be completed prior to class meetings. Assignments will include weekly readings, case studies and problems.

## Introduction to Project Management

Defining roles and responsibilities. What is Project Management? Project Management Institute Body of Knowledge (PMBOK); Internal Project Manager to Facilitate and Build the Team. Other cases and readings will be handed out during the first class.

**BI-SM180** Sun., 9 a.m. – 3 p.m.  
**Mar. 7** (1 session)

## Customer-Driven Quality and Scheduling

Quality Tools and Techniques. Scheduling as Team Motivator. Project Quality Management Principles: The Backdrop to Scheduling; transform customer expectations to requirements; follow a defined development process and Work Breakdown Structure (WBS); define and communicate the scope of work and assignments clearly. Covers Logistics Communication: The Eight Phases.

**BI-SM180A** Sun., 9 a.m. – 3 p.m.  
**Mar. 14** (1 session)

## Project Management and Quality

This session will cover the foundations of Project Management, including: What Project Management is; the uniqueness of Project Management; time, costs, and performance tradeoffs; matrix organization; project management philosophy; project management principles; project management cycles; project quality management; the quality movement; quality planning; quality assurance; quality control.

**BI-SM180B** Sun., 9 a.m. – 3 p.m.  
**Mar. 21** (1 session)

## Leadership and Quality

The Leadership Issue: Quality, Performance, Cost and Schedule; Involvement of Everyone and Everything; management; people in the organization; suppliers and customers; teams, continuous improvement; ownership; empowerment; focus on the customer. Project management system: analysis, planning, implementation, evaluation. Customer as Leader; integrating the customer into the project.

**BI-SM180C** Sun., 9 a.m. – 3 p.m.  
**Mar. 28** (1 session)

## Work Breakdown Schedule (WBS)

This session will cover: Task List Construction; Task List Example. Project Schedule: Network Scheduling; network concepts. Risk Management: Calculated Risk Taken; example of risk management; outline for reducing risk; Project Management Information System: Project Information Needs; Project Information Modules.

**BI-SM 180D** Sun., 9 a.m. – 3 p.m.  
**Apr. 4** (1 session)

**TOTAL: (Project Management) \$295:** Total cost of this program, including processing fee and certificate fee. Sessions may not be taken on an individual basis.

## OSHA 10 & 30-Hour Training

These 10 and 30 hour training programs provide a comprehensive overview of the safety rules and precautions for working on the construction job site as well as performing as a contractor on the client job site. These courses fulfill requirements for OSHA Construction Industry training; providing detailed information on how the provisions of the OSHA Act may be implemented in the workplace. Rights and responsibilities under the OSHA Act, the appeals process, record keeping, and voluntary protection programs are covered. Includes an introduction to OSHA's construction and general industry standards and an overview of requirements of the more frequently referenced standards. Participants will receive a Certificate of Completion and a 10-hour or 30-hour OSHA card 4 to 6 weeks after course completion.

## OSHA 30-Hour Training **\$525**

**BI-SM137** Mon., 3 – 6 p.m.  
**Feb. 8 – May 3** (6 sessions)

## OSHA 10-Hour Training **\$175**

**BI-SM136** Sat., 8 a.m. – 6 p.m.  
**Feb. 27** (1 session)  
**Apr. 3** (1 session)

## COMING SOON

### LEED Green Associate Exam Prep

Learn green building practices that can be applied to LEED Rating Systems. Topics are geared toward understanding core concepts of LEED and preparing you for the LEED Green Associate exam and for part one of the new two-part LEED AP exam. Participants will receive training on concepts that are fundamental to the LEED Rating Systems and learn successful green building strategies. Training will conclude with an overview of recommended study methods, exam-taking skills and practice questions for the LEED Green Associate exam. This class qualifies you to take the LEED Green Associate Exam. To take this exam, you must have prior experience supporting a LEED-registered project, be working in a sustainable field of work, or have attended an education program that addresses green building principles (participation in our Sustainable Architecture program [see p. 7] will fulfill this requirement). **Email [ace.info@mec.cuny.edu](mailto:ace.info@mec.cuny.edu) to join our waiting list for the course.**