

Membertou Entrepreneur Certificate Program

Course Descriptions

Bookkeeping

This course is aimed at providing the entrepreneur with basic skills necessary to work in today's environment. Keeping the organized and accurate records of financial transactions is vital to a successful business. In this workshop, the participants will learn to record the daily transactions of the business and recording the account receivables, payroll, account payables and other transactions related to cash or bank into primary-bookkeeping books like cash book, purchase book and sales book etc.

Length of Course: 8 hours

Instructor: Sylvie Gerbasi, Grant Thornton, LLP

Marketing and Social Media

In this workshop, the entrepreneur will learn how to position the company for best results in the marketplace. They will be given practical day-to-day tips on tactics on media and public relations and there will be a focus on social media and how to make it work for your business.

Length of Course: 6 hours

Instructor: To Be Determined

Customer Service

This interactive workshop teaches the entrepreneur about core thinking and behaviours needed to increase customer loyalty, defuse conflict and consistently deliver memorable customer experiences. The workshop will use role-playing to develop the skills of the participants.

Length of Course: 4 hours

Instructor: Irene Carroll, CSM

Proposal Writing

An important skill for entrepreneurs is the ability to develop good solid proposal for lending institutions, funding agencies, research organizations etc. This workshop will look to develop the written communications skills of the entrepreneurs and provide an outline for writing proposals.

Length of Course: 4 hours

Instructor: Cheryl CoPage, Copage Proposal Development Services

Balance and Life Skills

There is a great need to work with entrepreneurs to develop life skills and balance in order to maintain good health, productive employment and family life. This balance has been identified as a gap in the entrepreneur skills and must be recognized as a key element to success. The course will assist the entrepreneur in finding tools and skills to use on a daily basis in order to bring better balance to both the workplace and home.

Length of Course: 4 hours

Instructor: CESO, Canadian Executive Service Organization

Finance and Credit

This workshop will provide guidance and tips to establishing credit or improving existing credit, developing a credit rating and looking for financing from both lending institutions and government programs. It will look at credit history, managing credit obligations and how lenders make credit decisions.

Length of Course: 4 hours

Instructor: CESO, Canadian Executive Service Organization

Business Planning

Understanding the elements of a business plan is a necessary skill in order to research, prepare and develop a plan for your business. The workshop will provide a basic understanding of each of the components of the business plan thus building capacity and improving the chances of successful business outcomes.

Length of Course: 8 hours

Instructor: Sylvie Gerbasi, Grant Thornton, LLP

For more information and to register by phone, please contact:

Eileen Paul, Manager
Membertou Entrepreneur Centre

201 Churchill Drive, Membertou, B1S 2M9

Canada, Nova Scotia

Tel: 902-562-6919

Cell: 902-577-0785

Fax: 902-562-2068

Email: eileenpaul@membertou.ca

www.membertou.ca

