

More copies of this brochure are available at the Colorado Small Business Info Network, [www.CoSmallBiz.net](http://www.CoSmallBiz.net), a portal for entrepreneurs.



# ACC helps you start and grow your business



**Starting a business?**  
**Running a business?**  
Arapahoe Community College can help you succeed as an entrepreneur.



Arapahoe Community College  
5900 South Santa Fe Drive  
Littleton, CO 80160-9002  
303.797.4ACC (4222)  
[www.arapahoe.edu](http://www.arapahoe.edu)

## ***The difference between failure and success in business is knowledge***

The high rate of business failure is preventable—with knowledge.

With proper knowledge you will know how to

- Start and run a business
- Research your field and industry, your customers, your competitors
- Form strategies and marketing plans to promote and grow your business

*Entrepreneurship is knowledge-intensive work, and for a business to succeed and thrive today, the business must depend on critical information. Information is an essential commodity for survival, the leading business asset, essential for providing a significant strategic advantage for success in the competitive environment.*

**Arapahoe Community College will equip you with the tools to succeed**



## ***The importance of small business...***

Small business is commonly referred to as the backbone, the lifeblood of the community, as the engine that drives the economy. It's been pointed out that small businesses are responsible for the vast majority of new jobs in the local community, generating 60 to 80 percent of net new jobs annually over the last decade, employing half of all private sector employees. More than one out of eight households is involved in a home-based business. Forty percent of the nation's output is due to small business.

***Knowledge is the  
missing ingredient***



***Equip yourself for success with free library instruction sessions,  
low-cost non-credit classes, or a full academic business program***

## ***Library instruction and resources***

**Expand your horizons by knowing how to find the information that will grow your business!**

Our research class topics on library print and online business resources are taught by our library staff in the ACC Library computer lab:

- Starting a business
- Company and industry information
- Competitive intelligence
- And other topics available on request

Contact a librarian to schedule a session: librarians@arapahoe.edu or Ed Sadowski at 303.797.5729.

Your public library card is welcome!

We have many resources on starting and running a business: print and electronic books, audiobooks, DVDs, and research databases.

Visit the Library at [www.arapahoe.edu/lrc](http://www.arapahoe.edu/lrc).

***Ask the Library how to get  
free business counseling  
and research assistance  
to steer your business right***

## ***Non-credit classes***

**Don't have a lot of spare time to learn? Evening and online non-credit classes make it easier to fit into your busy schedule.**

Community education courses are inexpensive and full of practical information, taught by experts in the field who have "been there and done that."

Examples of current courses:

- Starting and operating a home-based business
- Making money on eBay
- E-mail marketing
- Growing your business with blogs
- Starting a consulting practice
- Business marketing writing

More information about these non-credit classes are at [www.arapahoe.edu/communityed](http://www.arapahoe.edu/communityed), ph. 303.797.5722.



## ***Academic programs***

**The ACC Business Administration department offers degree and certificate programs in wide areas of business.**

Academic areas of interest to entrepreneurs include small business management, marketing, and real estate broker licensing and appraising.

For those with busy schedules—online, hybrid, and fast-track classes are available.

Contact the ACC Advising Office ([www.arapahoe.edu/studentsvcs/advising](http://www.arapahoe.edu/studentsvcs/advising), ph. 303.797.5664, [advising@arapahoe.edu](mailto:advising@arapahoe.edu)) in Business Administration with your questions and for detailed information.

Visit the Business Administration Web page at [www.arapahoe.edu/deptprgrms/bus](http://www.arapahoe.edu/deptprgrms/bus)

## ***Corporate Learning Division***

**ACC's Corporate Learning Division (CLD) offers the premier business training in Colorado, customized for individuals as well as businesses of all sizes.**

The CLD's specialty areas include: Computer Science/Information Technology; Event Management; Leadership Development; Business Development; Healthcare; and, Manufacturing/Construction Technology.

For example, in Business Development classes you will learn business development strategies and methodologies to help you in:

- Focusing on making your business the best.
- Meeting the demands of the marketplace with up-to-date and problem solving skill skills.
- Developing individualized training plans customized for your industry and company.

For more information about the Corporate Learning Division programs call 303.734.3701 and visit [www.coloradotraining.com](http://www.coloradotraining.com).