FAQ- Frequently Asked Questions:

1. What if I don't have a business idea?
    - That's ok, one of our classes is dedicated to helping think through the best idea for you and your personal background and experiences.
2. What if I already have a business, how will this help me?
    - About 25% of our students have already started their businesses and are coming back to school to get some formal training as well as to make sure they're on the right track. If you already have a business, this class will also help you think about where and how to take your business to the next level!
3. Can I receive college credit for this class?
    - Because this is a certificate class with no admissions requirements, this class does not provide college credit hours. However, many business professionals use this class to enhance their management and business skills, and upon completion of the class can receive an SMU certificate of completion to present to their employer for possible reimbursement from their company.
4. What if I don't have a business background?
    - That's alright. This class is designed to teach professionals of any background how to:
      - pick the right business concept for you
      - raise capital & grow your sales
      - improve cash flow
      - chose the right marketing strategy
      - structure venture financing
      - protect your ideas from competitors
      - understand essential laws and liability issues
      - write a professional business plan
5. What if I miss a class?
    - That's ok, we have designed this class for busy professionals like yourself who may need to travel. If you miss a class you have 12 months to make up the class in a later semester at no charge.

6. How often is the course offered?
    - The course is offered 3 times per year: Spring, Summer, and Fall
7. How often does the course meet and on what night?
    - The course meets once a week on Tuesday evenings for eight weeks from 7:00PM to 10:00PM
8. Where is the location of the course?
    - SMU Dallas Campus, Georges Auditorium
      Room 175, Crow Building
      6212 Bishop Blvd.
      Dallas, Texas 75275
9. Is there a required textbook?
    - Yes, there is one low-priced book that can be purchased at the SMU bookstore or found at a discount online. More information about the book will be sent in an information packet after registering.
10. How much is the course?
    - Regular Registration is $675 per person
    - Early Bird Discount is 15% off the regular price
    - Group Discount of 2 or more people registering together is $600 per person
11. What about parking?
    - The registration price includes a FREE PARKING PASS, which you will receive before class begins. A campus map will be sent along with your parking pass.