

Small Business Management

Certificate of Proficiency

Program **SML.BUS.MGT.CERT**
CIP 520701



The Small Business Management certificate program prepares students to operate or assist in the operation of a successful small business.

At any given time in this country, 7000 to 10,000 people are considering starting a new business. In the last decade, small businesses have outstripped large companies as incubators of new jobs. The National Federation of Independent Businesses states that two of every three new jobs in the last 10 years have been at companies with fewer than 100 employees.

The certificate program informs students of the inherent pitfalls and management skill deficiencies which result in the high failure rate experienced by many small businesses.

PROGRAM OUTCOMES

- Analyze accounting reports to determine profitability, solvency, and liquidity of a business;
- Implement effective methods to attract and retain customers in a small business setting;
- Use terminology common to the business environment for effective communication;
- Apply supervision principles in performing management duties;
- Analyze/resolve problems common to small businesses.

Most credits earned in acquiring the Small Business Management Certificate can be applied toward the Business Studies degree program.

Admission to the program requires a high school diploma or its equivalent. A strong desire to work and succeed in a small business environment is vital.

Curriculum

Code	Course (lecture/lab hours)	Credits
ACC 106	Office Accounting I (3/0)	3
BUS 107	Business Law I (3/0)	3
BUS 202	Customer Orientation (3/0)	3
BUS 210	Principles of Management (3/0)	3
BUS 239	Entrepreneurship (3/0)	3
BUS 296	International Business Practice Firm (1/6)	3
ECO 103	Basic Economics (3/0)	3
ENG 101	English Composition I (3/0)	3
IST 101	Computer Concepts with Applications (2/2)	3
MAT 125	Elementary Statistics I (3/0)	3
MKT 101	Principles of Marketing (3/0)	3
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