



Certificate in Small Business Management

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The Certificate in Small Business Management provides an overview of key practices and issues for self-employed individuals. Students will learn how to supervise others, develop marketing strategies, and manage conventional business risks. Multiple issues related to selecting and managing franchises will also be addressed. Throughout the Certificate in Small Business Management program, an emphasis is placed on the practical and actionable understanding of small business issues.

To earn the Certificate in Digital Marketing, students must complete 15 credit hours, as defined below, with a grade of "C" or better.

Course Number	Course Title	Course Description	Credits
BUS 201	Intro to Environment of Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
MGT 201	Supervision	Surveys the role, strategies, media, and creative elements of advertising in the U.S. Students distinguish the goals of advertising from those of public relations.	3
SBM 201	Small Business Principles	Features the characteristics unique to a small business' start-up, products, customers, sales, service, growth, competition, and risk. The course will emphasize the importance of market identification, proper sales channels for your product or service as well as development of strong vendor relationships.	3
SBM 203	Franchise Buying	Explores the dynamics of the franchisee-franchisor relationship from the standpoint of the franchisee in creating a successful partnership. The student examines the requirements for becoming a franchisee, as well as the process of choosing, buying and starting a business franchise.	3
SBM 299	Small Business Management Project	Explores the dynamics of the franchisee-franchisor relationship from the standpoint of the franchisee in creating a successful partnership. The student examines the requirements for becoming a franchisee, as well as the process of choosing, buying and starting a business franchise.	3

Total Accounting Certificate - 15