



MASTER BUSINESS ESSENTIALS WITH A

SMALL BUSINESS MANAGEMENT CERTIFICATE

PLACE ORGANIZATION NAME HERE

WHY EARN A CERTIFICATE IN SMALL BUSINESS MANAGEMENT?

Owning or managing a small business has many unique benefits and challenges. Small business owners may have the freedom to control their schedules and focus on work that they find fulfilling, but they must also possess a wide body of knowledge. This certificate will provide learners with a fundamental understanding of the most critical areas in small business management.

WHAT WILL I LEARN?

Completing our online small business management certificate prepares you to:

- Describe various leadership styles, bases, qualities, and skills
- Discuss the systematic classification of accounts in the chart of accounts and apply the rules of double-entry accounting
- Identify key legal issues and success factors for small business operators
- Explain the crucial levers in small business financial management
- Develop a marketing plan that focuses on effective marketing tactics
- Understand the role that budgets play in measuring performance against goals
- Explain different types of taxation and an employer's tax duties
- Describe options for managing HR responsibilities in a small business environment
- Explain the importance of monitoring a project's progress, risks, and changes

For more information and a complete list of courses, visit:

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CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of top executives, such as small business owners, is projected to grow 6% from 2023 to 2033, faster than the average for all occupations. About 343,000 openings are projected each year, on average, over the decade.

Common career paths or growth opportunities in small business management include:

Top Executives

Top executives coordinate and direct work activities of their organizations. They plan strategies and policies to ensure that an organization meets its goals, oversee the organization's financial and budgetary activities, and hire employees and managers to help them achieve their vision. Small business leaders often support all business functions and improve the organization's performance, policies, and programs.

Small Business Managers

Small business managers balance multiple job responsibilities and possess strong communication and problem-solving skills to ensure their organizations succeed. They are not only involved in the daily operations of the organization, but also in the management of staff, finances, inventory, and administrative duties. Some also oversee loss prevention measures, while others focus on implementing marketing and promotion plans.

Small Business Specialists

Small business specialists assist, counsel, and advise small businesses of all types in a variety of ways. They can help small businesses with planning, marketing, contracts, business continuity, and analyzing a business for its strengths and weaknesses. These specialists make their recommendations to small business owners and refer them to internal and external resources for assistance when necessary.

The Certificate in Small Business Management is available 100% online.

The courses included in this certificate carry:

HRCI Credits | PMI PDUs | IACET CEUs | ATD CI Credits | SHRM PDCs

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