

CERTIFICATE - SMALL BUSINESS MANAGEMENT

The Certificate in Small Business Management provides students with a comprehensive foundation in the principles and practices of managing and growing small businesses. Designed for students interested in entrepreneurship, family-owned enterprises, and small business operations, the program examines the unique opportunities and challenges faced by organizations with limited resources and lean management structures. Students develop knowledge and skills in business planning, financial management, marketing, operations, leadership, and strategic decision-making as they apply business concepts to real-world small business environments. Emphasizing practical and adaptable approaches, the program equips students with the tools needed to support sustainable growth, navigate competitive markets, and drive success in the small business sector, which represents a significant portion of the U.S. economy.

Required Courses

BA 440	Small Business Management I	3
BA 442	Applied Small Business Management	3
Choose one of the following		3
AC 211	Managerial Accounting * Declaration of the Small Business Certificate is required	
MK 422	Sales and Sales Management	
Total Hours		9