



2023-2024 Academic Year

Small Business Management

Certificate of Proficiency

B-STEM Division

Business, Science, Technology, Engineering and Math

[609.570.3482](tel:609.570.3482) admiss@mccc.edu

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.

SEE ALSO:

[Business Administration](#) degree program

[Business Studies](#) degree program

CERTIFICATE CURRICULUM

2023-2024 Academic Year

SML.BUS.MGT.CERT

CIP 520701

Credit-bearing certificate programs can serve as gateways to earning an associate degree. Students are encouraged to consult the program coordinator, an academic advisor or Success Coach to explore such opportunities.

Code	Course (lecture/lab hours)	Credits
<u>ACC 106</u>	Office Accounting I (3/0)	3
<u>BUS 107</u>	Business Law I (3/0)	3
<u>BUS 202</u>	Customer Orientation (3/0)	3
<u>BUS 210</u>	Principles of Management (3/0)	3
<u>BUS 239</u>	Entrepreneurship (3/0)	3
<u>BUS 296</u>	International Business Practice Firm (1/6)	3
<u>ECO 103</u>	Basic Economics (3/0)	3
<u>ENG 101</u>	English Composition I (3/0)	3
<u>IST 101</u>	Computer Concepts with Applications (2/2)	3
<u>MAT 125</u>	Elementary Statistics I (3/0)	3
<u>MKT 101</u>	Principles of Marketing (3/0)	3
		33