

SMALL BUSINESS MANAGEMENT – LEVEL 1

#24035

Small business has been described as the engine of change within the economy. The Small Business Management – Level 1 Certificate exposes students to the fundamentals of managing and planning a small business. Upon completion students may qualify for an entry-level management position in a small business. Entrepreneurs may use this certificate as a means to plan and develop new business ventures.

Required Courses

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| VOC BM20 | Principles of Business |
| VOC BM66 | Small Business Management |
| VOC BS36 | Principles of Marketing |

Program Learning Outcomes

- Students will list and explain the foundations upon which business is built and the economic challenges facing the United States.
- Students will develop a working knowledge of marketing terminology.
- Students will describe business planning for small business.

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.