

SMALL BUSINESS MANAGEMENT (29 credits) Certificate 99-9110

The Business & Information Technology Division of Blackhawk Technical College offers a Small Business Management Certificate for anyone interested in careers related to owning or operating your own business. The program will introduce students to critical skills needed for careers related to starting your own business, self-employment, and helping manage a small business.

Blackhawk Technical College recommends that students completing this certificate work with their local Small Business Development Center to formalize specific business plans and financial proposals and information about these services will be shared in one or more of the courses. The certificate requirements include:

Course	Course Name	Credits	Lec-Lab
101-117	Accounting Fundamentals ¹	3	3 - 0
102-100	Intro to Entrepreneurship & Innovation	3	3 - 0
102-110	Business Career Planning	1	1 - 0
102-115	Management Principles ¹	3	3 - 0
102-120	Small Business Management ¹	3	3 - 0
102-137	Business Communications	1	1 - 0
102-148	Introduction to Business	3	3 - 0
103-106	Introduction to MS Office	3	3 - 0
104-102	Marketing Principles	3	3 - 0
104-104	Selling Principles	3	3 - 0
804-123	Math with Business Applications	3	3 - 0

¹Course has prerequisites.

Course Descriptions

101-117 Accounting Fundamentals 3 Credits
 Accounting fundamentals is a study of accounting from the user's perspective. This course will emphasize the effects of transactions on financial statements, the interrelationship among the financial statements, and the interpretation of financial statement information by taking an analytical and interpretative approach.

102-100 Intro to Entrepreneurship & Innovation 3 Credits
 This course will incorporate lecture and discussion materials to improve students' understanding of basic business and entrepreneurship topics. It will include a hands-on component involving interaction with local employers, and community leaders will expose participants to business and management career opportunities available to AAS program graduates.

102-110 Business Career Planning 1 Credit
 Students will focus on personal and professional preparation for a career in business related occupations. Course covers interpersonal and intrapersonal success skills including self-esteem, understanding human behavior, creative problem solving and decision making, effective communication skills time management, setting priorities, and organizational techniques. Job search strategies will be introduced.

102-115 Management Principles 3 Credits
 Students will receive a comprehensive overview of the functions and principles of management that leads to success in the operating climate of modern businesses. The five functions of management will be introduced and applied to business operational problem-solving.

Prerequisites: 102-148 Introduction to Business and 801-195 Written Communication

102-120 Small Business Management 3 Credits
 The course provides a detailed study of all phases of managing a small business. Specific problems of small operations such as financing, developing, staffing, and growing a small business are analyzed. Management topics such as quality, leadership, applications of technology, legal issues and more will be applied to isolating significant problems and implementing solutions. Current issues and trends in entrepreneurship will be included.

102-137 Business Communications 1 Credit
 This course prepares students with both oral and written communication skills required in businesses. In addition to studying interpersonal communications, students learn to write documents typical of the corporate environment. Course activities may include job search materials, memo and letter writing, persuasive messages, formal reports, and effective use of electronic forms of communication. Students completing this course will have acquired the tools to craft effective business written documents and oral communications.

102-148 Introduction to Business Organization & Management 3 Credits
 Students will be introduced to business operations, focusing on a basic understanding of the activities, functions, and principles of business enterprises. This course covers the responsibilities and challenges of operating a business. The course emphasizes human relations, management, marketing, finance, labor relations, franchising, forms of ownership and careers.

103-106 Introduction to MS Office 3 Credits
 This course will introduce students to the Microsoft Office Suite and overview many of the core competencies of Outlook, Word, Excel, Access, PowerPoint, and Explorer. Students will develop the use of technology for both problem solving and decision-making and will be expected to learn to use the resources available to search for answers to problems.

104-102 Marketing Principles 3 Credits
 This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rationale for a marketing approach to strategic planning, specific topics include: target market selection, and issues related to product, price, distribution, and promotion decisions.

104-104 Selling Principles 3 Credits
 Learners will cover the personal and occupational applications of selling (defined as "an interpersonal persuasive process designed to influence some person's decision"). Selling is investigated from the following viewpoints: personal, industrial, wholesale, retail, door-to-door, and service. Students also learn and practice the professional principles involved in relationship selling.

804-123 Math with Business Applications 3 Credits
 This course covers...real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.