

1. Focus on the Basics

Basic Business Finance

- Managing Your Cash
- Financing Your Business
- Basics of Business Finance

Marketing

- Marketing Basics

2. Focus on the Customer

Marketing

- Marketing Opportunities
- The Marketing Mix
- Marketing and Customer Service

Customer Service

- Introduction
- Understanding Why People Do What They Do
- Feelings: Customer Care – Part One
- Understanding the Effects of Positive and Negative Communications
- Feelings: Customer Care – Part Two
- The Art of Satisfying Customers

3. Focus on Management

Strategic Management

- Enabling the Next Generation Enterprise
- Implementing Self-Directed Work Teams

Management of Information and Operations

- Introduction to IT Consulting
- Introduction to Operations Management

4. Focus on Business Issues

Privacy

- Primer on Privacy

Going Global

- Primer on International Trade
- An Introduction to International Trade

Series on Work Skills

- Effective Communication
- Effective Leadership
- Delegating I
- Delegating II

Expand your business skills and expertise with the



The Small Business Management Certification provides convenient online training for:

- Basic Business Finance
- Marketing and Customer Service
- Strategic Management
- Going Global
- Honing Leadership Skills

Visit our Small Business Management Certificate website at www.sbmCertified.com to review this unique new program and sign up for it today.

Small Businesses can make Big Bucks.

The Small Business Management Certification.

A valuable online learning tool that covers:

Basic Business Finance such as managing cash flow and financing your business; improving your marketing and customer service know-how; better strategic management skills such as team building, IT applications and operations management; as well as moving into international markets and honing leadership and communication skills.

Work at your own pace on your own schedule. Cover subjects in any order you choose. That's how easy and convenient it is to complete this helpful new course of instruction, and receive your Small Business Management Certificate.

The program is made possible by an alliance of organizations who believe in the value of life long learning as an important factor in building success. By pooling their resources they have developed this new learning tool, designed specifically for small independent businesses.



- Offer to a maximum of three employees for the low price of \$99 (special member price).
- With 20 hours of easy-to-understand online content covering four key fundamentals of business management.
- Each area of study contains an exam. You have a full 90 days from the date of purchase to complete the program and receive your Small Business Management Certificate.

ENDORSED BY:

