

SMALL BUSINESS MANAGEMENT



6 Easy Ways to Register

Online

ce.unm.edu

Phone

505-277-0077, Option 1
M-F, 8am-5pm

Email

ceregistration@unm.edu

Mail

UNM Continuing Education
Attn: Registration
MSC07 4030
1 University of New Mexico
Albuquerque, NM 87131-0001

Fax

505-277-1990
Fax/Mail instructions
see website.

In Person

M-F, 8am-5pm
UNM Continuing Education
1634 University Blvd. NE
(just north of Indian School)

Tuition Remission Benefit:

UNM employees may use tuition remission for most UNM Continuing Education non-credit classes. Visit ce.unm.edu/TR for more details.

Small Business Management Online Certificate

Running a small business has a lot of challenges and risks. As an entrepreneur or solopreneur, you are expected to understand all aspects of business management in order to be successful. Whether you are an individual with a new business idea or someone who has a small business that is looking to expand, our small business management certificate will help gain practical knowledge in a wide range of topics, such as: supervision and management; finance; sales and marketing; communication; operations; and strategic planning.

Required Classes

Introduction to Small Business	1 Class (Choose one)	24 hours
__ Start Your Own Small Business		\$129
__ Start and Operate Your Own Home-Based Business		\$129
__ Starting a Consulting Practice		\$129
Accounting and Finance	2 Classes	48 hours
__ Accounting Fundamentals I		\$129
__ Business Finance for the Non-Financial Personnel		\$129
Business Software	4 Classes	96 hours
Accounting Software Classes	2 Classes (Choose two)	
__ Introduction to Microsoft Excel		\$129-\$159
__ Intermediate Microsoft Excel		\$129-\$159
__ Introduction to QuickBooks		\$129-\$159
__ Intermediate QuickBooks		\$129-\$159
__ Performing Payroll in QuickBooks		\$129-\$159
__ QuickBooks for Contractors		\$129-\$159
__ Introduction to Microsoft Project		\$129-\$159
__ Introduction to Microsoft Access		\$129-\$159
Business Operations	4 Classes	96 hours
<small>(Includes Management & Supervision)</small>		
__ Creating a Successful Business Plan		\$129
__ Fundamentals of Supervision and Management I		\$129
__ Mastery of Business Fundamentals		\$129
__ Project Management Fundamentals		\$129
Sales and Marketing	2 Classes	48 hours
__ Marketing Your Business on the Internet		\$129
__ Small Business Marketing on a Shoestring		\$129

Classes continued on next page

Every Ed2Go class is instructor led. You can ask questions and give or receive advice during the course. All courses run for eight weeks and are composed of 12 lessons representing 24-30 hours of instruction. New lessons are released on Wednesdays and Fridays for the first six weeks and the last two weeks allow you to review the material and prepare for the final exam. There is a quiz after each lesson and a final at the end. A new section of each course starts monthly. For course descriptions, dates/times, and information about instructors, go to www.ed2go.com/unm.

More information: ce.unm.edu | bizskills@unm.edu | 505-277-6033



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Electives (Choose Three):

___ Achieving Success with Difficult People	24 Hrs	\$129
___ Building Teams that Work	24 Hrs	\$129
___ Keys to Effective Communication	24 Hrs	\$129
___ Business and Marketing Writing	24 Hrs	\$129
___ Effective Selling	24 Hrs	\$129
___ Managing Customer Service	24 Hrs	\$129
___ Understanding the Human Resources Function	24 Hrs	\$129
___ Wow, What a Great Event!	24 Hrs	\$129
___ A to Z Grant Writing	24 Hrs	\$129
___ Writing Effective Grant Proposals	24 Hrs	\$129
___ Creating Web Pages	24 Hrs	\$129
___ Designing Effective Websites	24 Hrs	\$129
___ Creating WordPress Websites	24 Hrs	\$129
___ Introduction to Photoshop CS6	24 Hrs	\$129
___ Introduction to Illustrator CS6	24 Hrs	\$129
___ Using Social Media in Business	24 Hrs	\$129
___ Introduction to InDesign CC	24 Hrs	\$129
___ Intermediate Microsoft Access 2016	24 Hrs	\$129

Total 384 hrs (16 Classes) \$2,064-\$2,164



Other Business Certificates—Online:

Entrepreneurship Certificate

Required classes:

Entrepreneur Boot Camp	Sep 29
The Business Plan	Oct 2-27
Entrepreneurial Marketing	Nov 6-Dec 1

Certificate in Business Writing

Required classes:

Business Writing	Sep 29
Effective Copywriting	Oct 2-27
Business News and Press Releases	Nov 6-Dec 1

Social Media for Business Certificate

Required classes:

Introduction to Social Media	Sep 29
Marketing Using Social Media	Oct 2-27
Integrating Social Media in Your Organization	Nov 6-Dec 1

\$495

\$495

\$495

UNM Staff, Faculty and Retirees:

Use your Tuition Remission:

Fees up to \$2,449.12 for Fall, \$2,449.12 for Winter & Spring, \$1,224.56 for Summer may be applied to Professional Development courses.

Questions about this benefit? Visit us online at: <http://ce.unm.edu/TR> or call the benefits office at (505-277-MyHR).

To register, send completed forms for registration & tuition remission to ceregistration@unm.edu or come by our registration office, located at 1634 University Blvd. NE (just north of Indian School).

More Information:

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- bizskills@unm.edu
- 505-277-6033



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