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**
- Start Your Own Small Business
- Start and Operate Your Own Home-Based Business
- Starting a Consulting Practice

**Accounting and Finance**
- Accounting Fundamentals I
- Business Finance for the Non-Financial Personnel

**Business Software**
- Introduction to Microsoft Excel
- Intermediate Microsoft Excel
- Introduction to QuickBooks
- Intermediate QuickBooks
- Performing Payroll in QuickBooks
- QuickBooks for Contractors

**Business Operations**
- Creating a Successful Business Plan
- Fundamentals of Supervision and Management I
- Mastery of Business Fundamentals
- Project Management Fundamentals

**Sales and Marketing**
- Marketing Your Business on the Internet
- Small Business Marketing on a Shoestring

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.
SMALL BUSINESS MANAGEMENT

Electives:

- 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 24 Hrs $129

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

Other Business Certificates—Online:

- **Entrepreneurship Certificate** $495
  Required classes:
  - Entrepreneur Boot Camp Apr 3-28
  - The Business Plan May 1-26
  - Entrepreneurial Marketing Jun 5-30

- **Certificate in Business Writing** $495
  Required classes:
  - Effective Copywriting May 1-26
  - Business Writing Apr 3-28
  - Business News and Press Releases Jun 5-30

- **Social Media for Business Certificate** $495
  Required classes:
  - Introduction to Social Media Apr 3-28
  - Integrating Social Media in Your Organization Jun 5-30
  - Marketing Using Social Media May 1-26

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

UNM Continuing Education
ce.unm.edu