

R·I·T

www.rit.edu/cms



Small Business Management Certificate Program



The Center for
Multidisciplinary
Studies

The certificate program in small business management is designed for enterprising individuals who want to launch a new venture or improve an existing small business. It is especially appropriate for entrepreneurs, members of family-owned businesses and key employees in companies with sales under \$2 million.

The three courses in the program are tightly integrated, to provide a solid foundation in managing, marketing and financing small businesses. The faculty include academically qualified entrepreneurs who have managed their own small companies.

Courses may count as business electives in degree programs, may serve as foundation courses for the management diploma, and may be taken out of sequence. Students must achieve a program GPA of at least 2.0 in order to be certified.

This certificate is available online.

Required Courses:

0681-221: New Venture Development

Course presents factors to be considered by those interested in the ownership and management of small business enterprises. Includes who should be an entrepreneur, guidelines for starting a new business, basic legal consideration, and approaches for obtaining capital and credit. Credit 4

0681-222: Small Business Management

The functions required to successfully manage and finance a small business are presented. A variety of topics include staffing a small business, purchasing and supplier relations, consumer credit policies, and the financial and administrative controls necessary to minimize business risk. Credit 4

0681-223: Small Business Marketing & Planning

Presents various successful planning and marketing approaches (including market determination, distribution and pricing strategies). The regulatory environment facing small business is included along with techniques for planning growth. Credit 4

About the CMS Certificate Program

Build an academic program that you can complete at a pace that suits your lifestyle. The Center for Multidisciplinary Studies offers several certificate programs designed for students who want to gain expertise in a specific area of study or who wish to focus on one area of study at a time. Credits earned in these programs may be applied toward a degree in Applied Arts and Science. Ask a CMS advisor for more information.

Students must achieve a program GPA of at least 2.0 in order to be certified. A CMS academic advisor can explain the details. Just give them a call or send them an e-mail.

A Degree As Unique As You.

Rochester Institute of Technology
The Center for Multidisciplinary Studies
31 Lomb Memorial Drive
Rochester, NY 14623
T: 585.475.2234
F: 585.475.6292
cms@rit.edu
www.rit.edu/cms
www.facebook.com/cmsrit
www.twitter.com/cmsrit