The Small Business Management and Entrepreneurship certificate provides students with an understanding of small business planning, financial management, and integrated business topics on entrepreneurship and small business management. Upon completion of this program students will be able to examine small business marketing opportunities, identify innovative small business strategies, evaluate financial management decisions, and address the challenges and opportunities specific to small business management and entrepreneurship.

**CERT/SBE 005 Requirements**

The Small Business Management & Entrepreneurship Certificate (Undergraduate) requires a minimum of 18 credits, which may come from a combination of required and elective courses.

**MGT312 Organizational Behavior For Managers**
This course prepares students to understand the influence that behavior has on leading and managing organizations. After completion of this course, students will be able to summarize key concepts and terminology related to organizational behavior, explain the influence of leadership styles on individual performance, examine the roles and interaction of group and team members, describe the relationship between job satisfaction and job performance, and the relationship between the human resource function and organizational development, and describe the functions of management. (3 credits)

**MGT401 Small Business: Structure, Planning, Funding**
This course provides an overview of the Small Business from concept through funding. Emphasis on designing a competitive business model, crafting the business plan, forms of ownership and exploring funding options. (3 credits)

**MGT404 Small Business And Entrepreneurial Planning**
This course focuses on the development of a strategic business plan applicable for the needs of a small business or entrepreneurial venture. This will include a strategic application of financial planning, capital management, marketing, people management, and leadership. Special emphasis is placed on adapting the business plan to the realistic needs of a small business owner and entrepreneur. (3 credits)

**FIN375 Financial Management In The Small Business**
This course focuses on the role that financial management plays in the development and sustainability of a small business. This course provides a detailed review of forecasting, budgeting, daily cash flow management techniques and monitoring financial performance. Specifically, students will address funding, debt management, cash-flow management, financial planning, and capital budgeting from the small business perspective. (3 credits)

**LDR300 Innovative Leadership**
This course provides a foundation of understanding of leadership and its role in managing people and systems. This course will cover key leadership elements such as effective leadership behavior, power and influence, the differences between leadership and management, leading change, intrapreneurship, and how an innovative mindset impacts people and systems in a continually changing global and virtual environment. (3 credits)

**MGT418 Evaluating New Business Opportunities**
This course focuses on evaluating the benefits and risks associated with new business opportunities. This includes reviewing the projected return on investment, the role of risk, investor considerations, strategic planning, and modeling techniques to analyze possible business ventures. (3 credits)

**MKT431 Small Business Marketing**
Knowing your customer, growing your customer base and creating a consumer driven culture are key drivers of sustainability in the small business. This course focuses on the functions of evaluating opportunities, creating value, developing effective pricing and advertising strategy. (3 credits)

**OI361 Innovation, Design, & Creativity For A Competitive Advantage**
This course will provide students with a solid foundation in innovation, design, and creativity. Additionally, students will be prepared to apply relevant principles, tools, and techniques to promote and sustain organizational innovation for competitive advantage. (3 credits)

**OI370 Innovation For The 21st Century**
This course covers the impact of innovation on organizations. In this course students will apply innovation strategies, processes, and theories to help propel an organization into the 21st century. Topics will include managing innovation process, organizational culture for innovation, and leadership of innovation. (3 credits)

For more information about this program, including important consumer disclosures, please visit [http://www.phoenix.edu/content/altcloud/en/programs/ge/default/cert-sbe.html](http://www.phoenix.edu/content/altcloud/en/programs/ge/default/cert-sbe.html).