

How to Organize and Run a Small Business

Course Description

This course is a primer for aspiring small business owners and entrepreneurs. The course explores step-by-step procedures necessary to set up and manage a small business. Topics include the development of the business plan, market entry strategies, organization and management, financing, Internet marketing, and software, and critical factors for small business owners and entrepreneurs.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase. In addition, unless otherwise indicated, no correct or incorrect feedback for any exam question will be provided.

Course Level: Overview. This program is appropriate for professionals at all organizational levels.

CPE Credits: 8 (CPA)

Category: Management

Prerequisite: None

Advanced Preparation: None

Course Learning Objectives

Section 1: Getting Started

After studying this section you will be able to:

1. Identify factors in buying an existing business.
2. Recognize methods for determining how much to pay for a business.
3. Identify important factors for a new business location.
4. Recognize the key sections a business plan and how it can be used.

Section 2: Debt and Equity Financing

After studying this section you will be able to:

1. Identify options and strategies available for small business financing.

2. Recognize elements necessary for a Small Business Administration (SBA) loan.
3. Understand the advantages of leasing vs. purchasing assets.

Section 3: Managing Financial Assets

After studying this section you will be able to:

1. Recognize methods for maximizing working capital and improving cash management.
2. Identify processes for inventory management and control.

Section 4: Legal Considerations

After studying this section you will be able to:

1. Recognize elements of different business structures.
2. Define components within legal contracts.
3. Recognize the value of patents and where to register a trademark.

Section 5: Accounting, Cost, and Financial Analysis

After studying this section you will be able to:

1. Recognize financial record necessary to improve internal controls.
2. Identify different financial ratios useful for financial analysis.
3. Recognize major elements in business costs.

Section 6: Taxes

After studying this section you will be able to:

1. Identify the elements of different taxes that affect a small business.

Section 7: Power Marketing

After studying this section you will be able to:

1. Recognize different components of a marketing research and planning strategy.
2. Identify the advantages of new product introductions.
3. Recognize social media as it applies to marketing.
4. Identify key factors in creating a pricing strategy.

Section 8: Operations

After studying this section you will be able to:

1. Recognize factors to consider when selecting insurance policies.
2. Identify different software packages useful in a computer system.

Section 9: Managing Human Resources

After studying this section you will be able to:

1. Identify advantages of different staffing strategies.

Section 10: Types of Businesses

After studying this section you will be able to:

1. Recognize the advantages and requirements of different business organizations.