

Entrepreneurs start small businesses that they intend to grow into larger companies. Many Fortune 500 companies were started by a single entrepreneur or a small group of such visionaries (NCOE, 2002).

A business is an ongoing activity that doesn't run itself. As the **Manager** you will have to set goals, determine how to reach those goals and make all the necessary decisions. You will have to purchase or make your product, price it, advertise it and sell it. You will have to keep records, and determine costs. You will have to control inventory, make the right buying decisions and keep costs down. You will have to hire, train and motivate employees now or as you grow.

Management positions involve planning, coordinating, directing, and controlling the functions of an organization. There are many different levels of management and types of managers. Management jobs are not entry-level positions. One becomes a manager after working in a particular job and, based on performance, is promoted to management. Managers may be found in areas such as production, personnel, finance, sales, and research development. Small companies may often provide a wider variety of tasks. A small business manager may need to know about all areas of business in order to be successful.

What are some of the benefits of pursuing a Small Business Management Certificate?

- Networking with other business managers
- Challenging current management skills and practices
- Discovering new techniques and updated methods
- Preparing business, marketing, and operational plans
- Creating and perfecting organizational processes
- Establishing good business practices
- Implementing action steps and procedures
- Better understanding of business records and financial statements
- Getting the most out of advertising dollars and promotional ideas
- Improving employee productivity
- Increasing effectiveness of computers
- Problem solving strategies
- Creating and maintaining needed jobs for New York

Additional Information:

- U.S. Small Business Administration: www.sba.gov
- Careers in Business: www.careers-in-business.com
- ABC's of Small Business: www.liraz.com

