

## **Small Business Management**

Required Courses

### **Why Choose the Small Business Management Certificate?**

The Small Business Management certificate is a practical preparation for individuals interested in starting a business. The four-course sequence will guide students through the process of conceptualizing business ideas, developing a business plan, and navigating legal and government requirements. Students will be instructed in small business accounting principles, and will learn how to incorporate managerial metrics into their business decision-making. Students will engage in hands-on activities and simulations, guided by faculty with actual small business management experience. Finally, students will be introduced to promotion and marketing strategies to grow the business.

### **Career Opportunities**

According to the Small Business Administration, small business makes up 99.7% of all employer firms. No matter what discipline you specialize in, chances are high that you will work in, manage, or own a small business at some point in your career. This certificate prepares students for career roles in management, day-to-day operations, and entrepreneurial start-up of small business organizations. Career opportunities include small business supervisors, managers, and company founders.

### **Admission Requirements**

- Applicant should show proof of high school graduation with a 2.35 GPA. If it is determined by the COB Dean's Office/SAA that regular program admission criteria should be met in order to complete the certificate successfully and be a contributing member of the course, all college transcripts should be submitted to the Admissions Office. Once admitted, an advisor will be assigned by the College of Business in the certificate program.
- Dual enrolled/concurrent students must complete the high school degree (provide transcript) before the certificate will be granted from FSU.
- Students wishing to pursue a bachelor or associate's degree must meet the admission criteria for the program. This criteria review is initiated when the "*Program Change Form*" request is processed through the COB Dean's Office/SAA.

### **Graduation Requirements**

A Ferris student will receive this certificate after completion of the requirements for the certificate with a minimum 2.0 grade point average in the certificate courses.

No more than 50% of the credits required for this certificate may be transferred from another institution, nor will this certificate be granted if more than six of the certificate credits are specifically required in the student's major.

### **More Information**

Management Department  
119 South Street/BUS 212  
Big Rapids, MI 49307-2284  
Phone: 231-591-2427  
Email: [MGMT@ferris.edu](mailto:MGMT@ferris.edu)