

The Small Business Essentials Certificate of Completion at West Valley College focuses on helping students plan and execute activities required for the successful launch of a small business. It allows students to reflect and understand the implementation issues in starting a new small business including the financial, legal, operational and administrative procedures involved. Students begin to develop a communication and marketing strategy, and gain knowledge of the importance of various types of marketing and how they affect a small business. The main topics covered include: the key components of a business plan; the important factors in choosing a business structure; how to manage business cash flow focusing on the basics of cash, budgets and shortages; and the operations and management aspects of a small business. Students also gain an understanding of the importance of segmentation and targeting in marketing and explore the ways digital marketing can help a small business grow. Some of the topics explored include website optimization to increase website traffic, social media presence, Google Analytics, e-commerce, choosing the best platform for your business, and how to build your business brand. Potential careers specific to these skills include but are not limited to: Entrepreneur, Small Business Owner, Marketing Coordinator, Brand Ambassador, and Business Development Assistant.

Upon successful completion of this program a student will be able to:

- Demonstrate knowledge of starting and operating a business and begin the development of a business plan.
- Demonstrate knowledge of the importance of various types of marketing and how it affects your small business.

NCBU054	How to Start a Small Business	16 - 18 hours
NCBU056	How to Market your Small Business	16 - 18 hours

Certificates are listed as hours rather than college credit (units). Students must pass and complete the minimum number of hours required.