

## Course Outline

- Lesson 1: Starting Your Small Business
- Lesson 2: Family-Owned Businesses
- Lesson 3: Forms of Small Business Ownership
- Lesson 4: Becoming the Owner of a Small Business
- Lesson 5: Planning, Organizing and Managing a Small Business
- Lesson 6: Obtaining Financing for Your Business
- Lesson 7: Marketing Strategies
- Lesson 8: Promotion and Distribution
- Lesson 9: Managing Human Resources and Employee Relations
- Lesson 10: Obtaining and Laying Out Operating Facilities
- Lesson 11: Purchasing, Inventory and Quality Control
- Lesson 12: Basic Financial Planning and Control
- Lesson 13: Using Computer Technology
- Lesson 14: Business Security

# Small Business Management

It takes more than desire to start a new business or make a success of an existing one. So let us help you succeed. From finding the right location and hiring employees to organizing for expansion, we'll provide the skills you need. We'll even help you write a business plan and critique it for you.

## Career Profile

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Some entrepreneurs want to turn a hobby into a business. Others want a franchise because it's a ready-made business with an established product. Whatever you choose, you'll get the skills and the tools you need to find a business that's right for you and make it a success.

## Employment Opportunities

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**21.9 million people – or 10% of the U.S. adult population\*** – own their own business. That's proof you can be successful on your own.

## What You Need

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A burning desire to be your own boss. There are no prerequisites for this course.

## What You Get

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- Customized lesson book plus supplement: *Today's Hottest Business Opportunities*
- Study guides and time management guide
- Tutorial assistance and open-book exams
- Convenient online student support
- Office supply kit as your graduation gift

\*New York Times, June 30, 2009



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