



# SMALL BUSINESS SUCCESS CERTIFICATE PROGRAM (ONLINE)

## Overview

Your education is valuable. Do not put your learning aside due to time constraints and location. Rutgers Executive Education online programs will help you continue your education through a convenient, facilitator-supported online program. Gain the skills you need to improve your performance in your job and increase your marketability to your current or future employer.

This 8 week interactive online certificate program has been developed to provide the tools, concepts and strategies to create a successful business. The focus of the curriculum, the level of the course content, the live webinar instructions, reading assignments, case studies and classroom discussions have been focused on existing small business owners and key management.

The Small Business Success program has stripped down much of the nonessential jargon, buzzwords, complicated ratios and unrealistic expectations. Our goal over an eight week period is to assist you as you build on the strengths of your company, understand and improve on your weaknesses while developing a plan to achieve success. You will evaluate your own capabilities as an owner, manager and decision maker. Our goal is to transition from not just an effective manager but an effective leader.

## PROGRAM DATE




[Click here for upcoming program dates.](#)

The duration of this cohort program is 8 weeks - approximately 48 hours of coursework. You will work through the program from start to finish with peer students and the guidance of a Rutgers facilitator.

## FEE

\$1,950

## REGISTRATION

-  856.225.6685
-  [execed@camden.rutgers.edu](mailto:execed@camden.rutgers.edu)
-  <http://execed.rutgers.edu/programs-online/small-business-success/>

## Return on Investment

You will:

- Evaluate your core business practices in business development, marketing strategies, personnel, operations, product/service offerings and customer service.
- Assess the financial strength of your company, develop financial controls, determine capital requirements to stabilize and/or grow, and understand the process of developing realistic cash projections.

## Who Should Attend

This program is geared towards existing small business owners, looking to revitalize, expand or increase profitability of their business.

## Program Faculty

Rutgers University Program Faculty members with extensive real-world experience in their area of teaching expertise.

## Corporate & Custom Training

We can bring this program to your organization's site if you would like a dedicated program for your team. Please contact a learning consultant at 856.225.6685 or visit [execed.rutgers.edu](http://execed.rutgers.edu) to discuss making this, or any of our courses, into a custom tailored program to fit your organization's specific need.

## About Executive Education

Executive Education at Rutgers School of Business serves as a conduit between the academic expertise of the School of Business and the business world. Organizations around the globe utilize Executive Education to develop and deliver training programs, organizational development strategies and operational effectiveness plans.

## Related Programs

- General Business Management Professional Certificate (Online)