

Central Oregon Community College
Small Business Development Center
Small Business Management Program
A sampling of typical SBM class topics

SBM Year I topics may include:

- The Entrepreneurial Myth
- Planning for Success and Your Business Plan
- Understanding Financial Statements and Your Accounting System
- Financial Statements, Cash Flow and Ratio Analysis
- Marketing for Success: Your Marketing Plan
- Creating Value: Your Value Proposition
- Developing Cash Flow Projections and Budgets
- Guerrilla Marketing
- Relationship Marketing and Best Business Practices

SBM Year II topics may include:

- Management and Leadership
- Customer Service and Service Marketing
- Planning for Profit and Pricing for Profit
- Marketing on the Web
- The Art and Practice of Selling
- Employee and Employer Relations
- Improving Operations: Total Quality Management and Six Sigma
- Legal Considerations for Business and Risk Management
- Business Valuation and Exit Strategies
- Best Business Practices



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