

COUNTY COLLEGE OF MORRIS

SMALL BUSINESS MANAGEMENT

Certificate of Achievement



WHAT YOU WILL LEARN

If you aspire to own your own company or you are currently a business owner, you are in great company. According to the U.S. Small Business Administration, there are 31.7 million small businesses in the United States with 60.6 million employees. In New Jersey small businesses employed 1.9 million people, or 49.5% of the workforce according to the 2021 New Jersey Small Business profile.

The Small Business Management Certificate of Achievement at CCM provides an introduction of the essential components of starting and running a small business. The certificate program takes a practical, hands-on approach to small business by exploring current planning, financing, accounting, advertising, customer relations and management concepts.

WHY STUDY SMALL BUSINESS MANAGEMENT AT CCM?

This 12-credit program, offered through the Department of Business at CCM, includes three required courses: Computerized Accounting, Principles of Marketing and Small Business Operations. It also includes an elective course in Advertising, Customer Relations, Sales Principles and Practices, or Social Media Marketing.

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Curriculum Checksheet: www.ccm.edu/checksheets

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CAREER OPPORTUNITIES

The average starting salary of a small business is \$61,000 according to Payscale. This also fluctuates based on years of experience, geographic location and industry.

- Accounting
- Advertising
- Customer Relations
- Budgets
- Business Strategies
- Client Acquisition
- Distribution
- Entrepreneurship
- Financial Forecasting
- Marketing
- Operations
- Personnel Management
- Policies & Procedures
- Production
- Sales

CONTACT INFORMATION

Business Department

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The Small Business Management certificate is supported by faculty members who possess academic credentials and/or successful records as small business managers and owners. Our faculty strive to bring both an entrepreneurial and global perspective to small business management.

WHERE YOU CAN GO!

CCM strives to prepare professionals for success in the future providing them with the necessary technical, human relations and conceptual skills. Some students who obtain this certificate are Business Administration students who graduate with an associate degree and transfer to a four-year institution.

In NJ, the majority of small business employment is in the following industries: Health Care and Social Assistance, Professional, Scientific and Technical Services, Accommodation and Food Services, Retail Trade, Wholesale Trade, Manufacturing and Construction.

CURRICULUM

CORE COURSES (9 CR)

Computerized Accounting	ACC 105	3
Small Business Operations	BUS 219	3
Principles of Marketing I	MKT 113	3

ELECTIVE COURES (3 CR)

Students must select 3 credits from the following:

Customer Relations	BUS 242	3
Advertising*	MKT 218	3
Sales Principles and Practices*	MKT 215	3
Social Media Marketing*	MKT 208	3

TOTAL

12

Note: You must see a faculty advisor to plan your sequence of courses. For the most up-to-date listing of courses, see the Curriculum Checklist for this program on the CCM website at www.ccm.edu/checksheets.

