

FINANCE FOR SMALL BUSINESSES

Thursdays
5 – 10 PM
\$995

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and Real Estate
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PROGRAM OVERVIEW

According to data from the U.S. Bureau of Labor Statistics, about 20% of U.S. small businesses fail within the first year. By the end of their fifth year, roughly 50% falter and after 10 years, only around a third of small businesses survive.

For example, among other things, small business owners often overlook the importance of effective management of their finances. Small business owners may know how much fund is needed on a daily basis or how to generate revenue, but are often unclear about the cash flows that their businesses are expected to produce and the risk associated with such cash flows. A lack of knowledge on future cash flows can lead to critical issues related to financial planning and budgeting, since small business owners must make sure that they have enough cash on hand to pay employees and suppliers, or to make necessary investments for business planning or other purposes.

Planning and budgeting for such financial needs are crucial, especially when business owners must decide whether to fund these needs internally or borrow from outside lenders. This 7-week non-credit certificate is designed to help you succeed in a challenging business world, whether you are looking to launch a home-based business or open your own store.

PROGRAM MODE

- Seven modules covered over seven weeks (35 total hours) via a mix of live and pre-recorded online sessions delivered through Microsoft Teams.
- Participants should expect to spend additional time to work on assignments. Faculty will be available to provide guidance as and when needed.

WHO SHOULD REGISTER?

Students who aspire to become entrepreneurs in the near future and small business owners.

- Recent Graduates or Graduating Seniors
- Small Business Owners
- Employees at Small Businesses

PROGRAM REQUIREMENTS

- Microsoft Account and access to Microsoft Teams
- Textbook: To be announced later



LEARNING OBJECTIVES

Upon completion of this certificate, students are expected to acquire the analytical finance skills that are quite essential for running a small business. Students will be provided with a broad overview of concepts pertaining to key finance areas such as corporate finance, investments and financial markets and institutions.

- Orientation and Basics of Financial Computations
- Investments
- Financial Modeling
- Financial Markets and Funding
- Entrepreneurial Finance and Venture Capital
- Financial Statements, Cash Flows and Working Capital Management
- Corporate Treasury Operations and Management

Ready to get started? Register at SouthernCT.edu/academics/finance/certificates