

How to Organize and Run a Small Business

Section 1: Getting Started

Learning Objectives:

After studying this section you will be able to:

- Identify factors in buying an existing business.
- Recognize methods for determining how much to pay for a business.
- Identify important factors for a new business location.
- Recognize the key sections a business plan and how it can be used.

Section 2: Debt and Equity Financing

Learning Objectives:

After studying this section you will be able to:

- Identify options and strategies available for small business financing.
- Identify the advantages of leasing vs. purchasing assets.

Section

3:

Managing Financial Assets

Learning Objectives:

After studying this section you will be able to:

- Recognize methods for maximizing working capital and improving cash management.
- Identify processes for inventory management and control.

Section

4:

Legal Considerations

Learning Objectives:

After studying this section you will be able to:

- Recognize elements of different business structures.
- Identify items within legal contracts.
- Recognize the value of patents and where to register a trademark.

Section

5:

Accounting, Cost, and Financial Analysis

Learning Objectives:

After studying this section you will be able to:

- Recognize financial records necessary to improve internal controls.
- Identify different financial ratios useful for financial analysis.
- Recognize major elements in business costs.

Section

6:

Taxes

Learning Objectives:

After studying this section you will be able to:

- Identify some elements of different taxes.

Section

7:

Marketing

Learning Objectives:

After studying this section you will be able to:

- Recognize different components of a marketing research.
- Identify the advantages of new product introductions.
- Recognize social media as it applies to marketing.
- Identify key factors in creating a pricing strategy.

Section

8:

Operations

Learning Objectives:

After studying this section you will be able to:

- Recognize factors to consider when selecting insurance policies.
- Identify software useful for a small business.

Section

9:

Managing Human Resources

Learning Objectives:

After studying this section you will be able to:

- Identify advantages of different staffing strategies.

Section

10:

Types of Businesses

Learning Objectives:

After studying this section you will be able to:

- Recognize the advantages and requirements of different business organizations.