

SMALL BUSINESS MANAGEMENT

Peggy Nutz, Instructor

TRAINING STUDENTS FOR ENTRY-LEVEL POSITIONS SUCH AS:

- Customer Service Representative
- Sales and Related Workers
- Retail Salesperson
- Cashier
- Entrepreneur



BENEFITS OF THIS CLASS:

- As a member of your class "team, learn how to develop and operate a business enterprise
- Participate in all aspects of a business, such as finance, human resources, marketing and management
- Learn how Microsoft programs are used in business for communications, accounting, advertising and maintaining records
- 30 high school credits earned per year
- Equivalency credits in English may be available
- College credits at Evergreen Valley, West Valley, and San Jose City Colleges
- Employability skills

IN THIS CLASS, STUDENTS LEARN:

- Business planning and operations
- To work independently and as a member of a team
- How to compose and format business documents
- Microsoft Word, Excel, PowerPoint and Publisher
- Business English skills
- To use telecommunications and the Internet to accomplish business tasks
- Job search, application, interview and resume skills
- Marketing and Management Strategies

UPON SUCCESSFUL COMPLETION OF CLASS, STUDENTS RECEIVE:

- A certificate of Achievement, recognized by the business community
- Letter of Competency stating the skills and programs learned and the degree of mastery achieved
- College credits in business technology at Evergreen Valley, West Valley and San Jose City Colleges with a B or better
- Job skills that will be of benefit for a lifetime

JOB MARKET INFORMATION:

Students starting their own business will learn the processes and requirements involved in opening and managing a business.

Students seeking positions in existing businesses will find many positions in retail sales & marketing and customer service that also provide valuable experience for those planning to start a small business. The largest private industry employer in California is the wholesale/retail trade category. More than 2.3 million workers support our state's economy.

The most popular type of business ownership is with one owner. Small business represents 72% of the total entities. A recent summary shows that 89% of U.S. companies have fewer than 20 employees.

In sales and customer service, you can expect to earn \$8 - \$15 an hour to start, depending upon the position you are hired for and the company you choose to work for. Experience can lead to professional jobs in management or as independent agents.

In addition, computer literacy and software application skills learned in this class can be utilized in many different career fields.

ABOUT THE INSTRUCTOR:

Peggy Nutz holds a BS degree from San Jose State University in Business Management with a minor in Women's Studies. She is a member of the California Business Education Association and the California Association of Regional Occupational Centers & Programs.

Ms. Nutz has over 12 years of management experience and over 25 years of work experience.



School-to-Career Pathway

