Leadership, management, sales and marketing are skills critical to success in business. Designed to enhance performance in the small business field, the BSU Business Leadership Certificate Program focuses on leadership skills, sales, marketing and retail management. The four components of the certificate are particularly relevant to the retail sector.

Students will create business plans, marketing plans, learn the financial aspects of running a business and employ team activities. Students will participate in projects that focus on real-world business scenarios.

Certificate Courses

**Fall 2015**
Leadership: Small Business (MGMT 315)
Wednesday, 6-8:40 pm on 9/2, 9/16, 9/30 & 10/14

Retail Management (MGMT 415)
Wednesday, 6-8:40 pm on 10/21, 11/4, 11/18 & 12/16

**Spring 2016**
Sales Management (MGMT 430)
Small Business Management (MGMT 435)