

SMALL BUSINESS ONLINE CERTIFICATE **XX**

Running a small business demands experience and knowledge in many business functions while balancing daily operations with long-term planning.

This online certificate equips participants with foundational skills in three important areas of business management. Learners will gain essential knowledge of marketing strategies, emphasizing the evolving landscape of marketing decisions critical to business growth. Next, succession planning will be distinguished from replacement, highlighting the importance of preparing leaders to sustain organizational continuity. Finally, tools for managing diverse human resource scenarios will be presented to give participants tools to handle HR challenges effectively. All three online modules utilize interactive techniques to create an engaging and impactful learning environment.



Modules in this Certificate:

- Marketing Basics
- Business Succession Planning
- HR Management

Duration:

This program consists of three asynchronous, online modules. XLC recommends completing the self-paced program in six months.

**Cost: \$695 General Registration
Select Discounts Available.**

1.8 CEUs will be issued for this program

Audience:

Professionals at any level who are responsible for several business functions, primarily small business owners.

Digital Badge:

Xavier Leadership Center is proud to offer each participant a digital badge in Small Business once participants have met program completion criteria. Digital badges include a direct link to view program credentials and can be utilized by participants on social media and digital resumes.



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PROGRAM TOPICS:

Marketing Basics:

Marketing Basics offers a comprehensive exploration of essential concepts and practical strategies essential for effective marketing campaigns. The program offers a modern look at marketing, giving participants the needed information to assist them in their marketing decisions. Concepts like the marketing mix, customer needs, unique selling points, and more will be covered. No matter what the product or service is, a small business will benefit from a better understanding of marketing.

Business Succession Planning:

This course will show the differences between succession planning and mere replacement planning. How current leaders prepare people to take on leadership responsibilities is just as important as hiring the right person for the job. Every company should have a form of succession planning in its portfolio.

Human Resource Management:

The Human Resource Management course will give managers and leaders the basic tools to handle numerous human resource situations such as interviewing, orientation, safety, harassment, discrimination, violence, discipline, and termination. This course will prepare participants to apply these learned skills to their workplace, giving them the confidence to navigate complex HR situations.



ABOUT THE ONLINE LEARNING ENVIRONMENT:

This certificate program is 100% online and asynchronous, allowing participants to learn at their own pace. Participants may complete the three modules included in this certificate in the order they choose. Once all three modules are complete, participants will receive a certificate of completion and a digital badge.