

BUSI 878 : The Hlth Proff Small Business

The challenge of running a professional small business or medical/veterinary clinic are many. Owners or lead practitioners oftentimes wear many hats, servicing clients while running the business and meeting cash flow constraints. Through experiential learning, this course provides the foundations for building and running a professional small business or clinic, helping students learn the nuts and bolts of small business success. It covers topics such as computer systems and back office management, work flow processes; customer service; cash flow planning; budgets and priorities; personnel policies, wages and benefits; marketing and advertising campaigns and measurements; and billing, collections and insurance management.

Core Course