



## Managing A Business

*It's not just about having a sound, start-up plan, you need to know how to keep your business operating efficiently as well as effectively. Don't forget to invest in yourself, not just your business.*

### **Managing Finances, Technology, Employees and Legal Issues**

When you first start your business, you may wear all the hats – bookkeeper, computer expert and legal consultant. In this case, good bookkeeping software for small businesses and pre-paid legal services can keep your expenses low.

As soon as you can afford it; however, hire professionals. It's a good idea to have a computer technician on staff to help keep your hardware and software in good working order. Those systems that house your business' financial and operational records and are critical to keeping your business operating efficiently.

From the start, our Small Business Development Center can help you project when to bring these and other experts on staff, while keeping your business profitable.

In order to learn more about managing these issues and making sure that you and your expertise grow right along with your business, consider enrolling classes to assist in developing sound business operations and employee relations skills. There are various local and regional sources available to help.

### **Management Training and Education Resources**

Both COTC and Muskingum University offer business management training to small business owners who can choose to take just one course or earn professional certifications or an Entrepreneurship Certificate, or an Associate's or Bachelor's degree in Business Management. Courses offered cover business disciplines including Human Relations, Marketing or Business Management, to name a few. For more information, visit: [www.cotc.edu](http://www.cotc.edu) or [www.muskingum.edu](http://www.muskingum.edu)

Muskingum University also offers Business Degrees in General Business Administration, Human Resource Management and Marketing. Additionally Muskingum University make available a Basic Accounting and Office Management Accounting certificates, which can be offered as independent courses of study, as 2-tiers of a 3-tier course of study enabling completers to take their CPA exam, or as 4-year, degreed course of study to earn a 4-year degree. For more information, visit [www.muskingum.edu](http://www.muskingum.edu).

Texas A&M's business college (<http://www.wtamu.edu/academics/college-business.aspx>).

If your time is limited, you can audit/attend individual management courses with the approval of the professor. In the near future, business classes also will be offered through the (college's continuing education) program (<http://www.wtamu.edu/academics/continuing-education.aspx>).

Here are more resources on the topic of business management:

1. Perform Operational Audits  
<http://www.smallbusinessdevelopmentcenter.com/>
2. QuickBooks software training  
<http://www.smallbusinessdevelopmentcenter.com/seminars.htm>
3. Free Business Evaluation  
<http://www.smallbusinessdevelopmentcenter.com>
4. Franchise Education



Additionally Coshocton Job and Family Services can offer support in interpersonal communications, intervention, conflict resolution and other programs or classes to help with employee/employer relations. Visit [www.coshoctonjfs.org](http://www.coshoctonjfs.org) for assistance.

### **West Texas A&M**

West Texas A&M offers several programs to assist entrepreneurs. The college's Small Business Development Center (<http://www.wtamu.edu/academics/college-business.aspx>) offers professional consulting, training and research in all areas of business management and finance.

To meet your business's specific needs, the WT Enterprise Center (<http://www.wtamuenterprisenetwork.com/>) provides a business incubator and coaching services. The advisors use a six-step method to teach business owners how to achieve dramatic results. They also teach entrepreneurs "Five Ways to Increase your Profits." More techniques for success can be found in the center's library, newsletter and BLOG, an interactive site that addresses timely topics. To access these resources, visit the Enterprise Center's resources web page at <http://incubationworks.com/resources.html>.

A business owner also can earn a general business degree with an emphasis on entrepreneurship through West <http://www.cachafranchisecenter.org/>