



Expand your business skills and expertise with Small Business Certificate programs.

Small Business Banking



Business growth at your fingertips.

Discover which of these convenient online Small Business Certificate programs can help you expand your business acumen and stay competitive in today's global market.

A Coalition that empowers small business

The E-learning for Business Coalition is a group of companies and organizations with a mandate to build corporate small business awareness, generate new business opportunities for entrepreneurs and expand the reach of Canada's business community.

The Coalition

Canadian Federation of Independent Business, Scotiabank® Small Business Group, The Society of Management Accountants of Canada, Canadian Institute of Chartered Accountants, Canadian Centre for Occupational Health & Safety, FITT, Export Development Canada, National Quality Institute, Canadian Association of Management Consultants, Athabasca University and Vubiz Ltd.

Three Certificate Programs (in English and French) tailored to your business needs:

- ❶ Small Business Management Certificate program (SBMC)
- ❷ Small Exporter Management Certificate program (SEMC)
- ❸ Small Business Health & Safety Certificate program (SBHS)

The Coalition's online e-learning programs give you:

24/7 Easy Access – Access anytime, anywhere, via any Internet connection.



Certificates – Each program purchase allows you to enrol three learners; each learner can obtain a certificate upon successful completion of the selected program. These certificates can be used for personal development or along with a learner's prior experiences can be applied against other educational programs.

An Edge to Improve Your Bottom Line – These programs offer you and your employees a sharp competitive edge in this constantly changing marketplace.

Get to Know the Coalition Partners



Canadian Federation of Independent Business (CFIB)

www.cfib.ca

Is the big voice for small- and-medium-sized business and has been since 1971, now with over 105,000 members nationwide in every sector and defending SME's interest at the federal, provincial and local levels of government.



**Certified
Management
Accountants**

The Society of Management Accountants of Canada (CMA Canada) www.cma-canada.org

Maintains the highest standards, practices and professional conduct in management accounting to protect the public interest and represents 40,000 Certified Management Accountants and 10,000 students and candidates in Canada and around the world.



Canadian Institute of Chartered Accountants (CICA)

www.cica.ca

Represents the CA profession nationally and internationally with a membership of approximately 72,000 CAs and 10,000 students in Canada and Bermuda.



CMC-Canada (Canadian Association of Management Consultants) www.cmc-canada.ca

Fosters excellence and integrity in the management consulting profession as a whole. The Association and its members advocate for the Certified Management Consultant (CMC) designation.



National Quality Institute (NQI)

www.nqi.ca

Is Canada's leading authority on the development and sustainability of excellence through quality and healthy workplace environments.



Export Development Canada (EDC)

www.edc.ca

Provides innovative financing, insurance and bonding solutions to Canadian companies that export goods and services or invest in other countries.

Get to Know the Coalition Partners (continued)



FITT www.fitt.ca

Is Canada's international trade training and professional certification body – and the leading membership-based organization of its kind in the world.

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Scotiabank Group www.scotiabank.com/smallbusiness

Believes life long learning is an important factor in building success and offers solutions that are simple and convenient to apply to any small business situation.



Vubiz Ltd www.vubiz.com

Is one of Canada's premier e-learning companies and the Coalition's e-learning solutions provider.



Canadian Centre for Occupational Health & Safety (CCOHS) www.ccohs.ca

Is Canada's national resource for the advancement of workplace health and safety, promoting the total well-being of working Canadians by providing solutions that support health and safety programs and the prevention of injury and illness.

Athabasca University

CANADA'S OPEN UNIVERSITY

Athabasca University www.athabascau.ca

Is Canada's leader in online and distance education and is dedicated to the removal of barriers that restrict access to and success in university-level study and to increasing equality of educational opportunity for adult learners world-wide. In some cases learners can apply prior learning to an AU degree.

Program ①: Small Business Management Certificate (SBMC)

This program provides small- and-medium-sized enterprises 20 hours of online training to enhance and expand business skills, knowledge and expertise.

There are four areas of training:

1. Business finance and marketing essentials
2. Customer service and marketing opportunities
3. Strategic management, IT consulting and management of information and operations
4. Privacy compliance, international trade, work skills and personal development

Each area of training contains an exam. A passing grade of 70% for each exam must be achieved to receive a certificate of completion.

Purchase Price

The Small Business Management Certificate program offers 20 hours of online training to a maximum of three people per purchase. Access to online learning is good for 120 days from date of purchase.



Member Pricing*: \$149.00 CAD

Non-Member/Public Pricing: \$349.00 CAD

*You must be a member, client or customer of a Coalition Partner.



www.sbmcertified.com

Program ②: Small Exporter Management Certificate (SEMC)

This program provides small- and-medium-sized businesses 25 hours of easy-to-access online training to enhance their business skills, knowledge and expertise, with a focus on exporting.

There are five areas of training:

1. International market research
2. International marketing
3. International trade finance
4. International trade distribution and logistics
5. Cultural aspects of international trade

Each area of training contains an exam. A passing grade of 70% for each exam must be achieved to receive a certificate of completion.

Purchase Price

The Small Exporter Management Certificate program offers 25 hours of online training to a maximum of three people per purchase. Access to online learning is good for 120 days from date of purchase.



Member Pricing*: \$149.00 CAD

Non-Member/Public Pricing: \$349.00 CAD

*You must be a member, client or customer of a Coalition Partner.



www.semcertificate.com

Program ③: Small Business Health and Safety Certificate (SBHS)

This program provides small- and-medium-sized businesses 9 hours of online training on how to keep workplaces safe from potential workplace hazards and undesirable work environments. Because health and safety legislation in Canada applies to all employers, large and small, this health and safety program will help you achieve compliance with federal and provincial or territorial law.

There are seven areas of training:

1. Health and safety for small business
2. Violence in the workplace
3. Health and safety committees
4. Electrical hazards
5. Office ergonomics
6. Preventing falls from slips and trips
7. Workplace hazardous materials information system (WHMIS) for workers

Each area of training contains an exam. A passing grade of 80% for each exam must be achieved to receive a certificate of completion.

Purchase Price

The Small Business Health and Safety Certificate program offers 9 hours of online training to a maximum of three people per purchase. Access to online learning is good for 120 days from date of purchase.

Member Pricing: \$149.00 CAD

Non-Member/Public Pricing: \$349.00 CAD

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www.sbhscertificate.com

Get the competitive advantage today.



Small Business Management Certificate (SBMC)

www.sbmcertified.com

- Be an effective entrepreneur
- Improve productivity and profitability
- Enhance your personal status within your workplace
- Polish your personal growth and skill set
- Establish and maintain relationships and networking opportunities in business
- Learn the basics of small business finance

Small Exporter Management Certificate (SEMC)

www.semcertificate.com

- Get exporter ready
- Grow as an exporter
- Learn about trade
- Stay competitive in the export industry

Small Business Health and Safety Certificate (SBHS)

www.sbhscertificate.com

- Learn about the Health and Safety legislation in Canada that applies to all employers, large and small
- Learn to deal with potential hazards and undesirable work environments
- Build awareness and educate your staff on the development and maintenance of a workplace that is safe and free from violence

More detailed information is also available at any of the Coalition Partner web sites.