



SAN DIEGO STATE
UNIVERSITY

Small Business Consulting Center

SDSU COLLEGE OF BUSINESS ADMINISTRATION



Sponsored by the City of San Diego Small Business Enhancement Program FREE CONSULTING FOR YOUR BUSINESS

SDSU has been awarded a grant from the San Diego Small Business Enhancement Program. The SDSU Small Business Consulting Center (SBCC) through the College of Business Administration utilizes undergraduate business majors under the guidance of graduate business students to provide consulting assistance to local small business owners through this grant. This is an ongoing technical assistance program designed to assist women-owned, minority-owned and other small businesses, as the key target populations for this grant. The SBCC is a highly successful, award winning program that has served nearly one thousand small and medium sized businesses in the San Diego region since its inception in the early 1970s.

The projects will be comprised of teams of 3-5 undergraduate students who will conduct on-going consulting services with a client over the course of a semester. Each team will be guided by a graduate business student and an advising committee of two professors (Dr. Don Sciglimpaglia and Dr. Lois Olson). These combined resources assist the consulting teams in achieving the goals of clients.

To be selected for the program all students must be in their senior year and go through an interview process. Students are selected based on superior academic performance as well as stated commitment to engaging in active community based service learning.

The consulting teams can provide a wide range of technical assistance in the following categories;

Marketing/Business Development

- Business Expansion
- Advertising and Promotion
- Market Research
- Branding
- Social Media

Accounting/Financial Operations

- Accounting
- Taxes
- Insurance
- Contract Bidding
- Bookkeeping

Management/Operations

- Personnel Management Training
- Time Management Scheduling
- Customer Relations Management (CRM)
- Inventory Control
- Cost Analysis and Control
- Special Government Programs

Management Information Systems

- Search Optimization
- Web Site Development
- Computer Training
- Internet Use

How to Participate

If your business or organization would like to participate, please contact Angelica Bouras, SDSU's Small Business Center project coordinator at 619-594-3950 (Angelica.Bouras@mail.sdsu.edu) to express your interest or complete the online registration form.

For Online Registration → <http://www.sdsu.edu/sbcc>