



SAN DIEGO STATE  
UNIVERSITY

# Aztec Business Alliance

SDSU COLLEGE OF BUSINESS ADMINISTRATION

## SMALL BUSINESS CONSULTING PROGRAM

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 for 2010-11. The Small Business Consulting Center (SBCC) of SDSU's College of Business Administration will utilize superior senior level and MBA business students to provide consulting assistance to local small business owners. 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. SDSU students are pre-screened before being accepted into the program.

SDSU's Small Business Consulting Center (SBCC) is a highly successful, award winning program, started as the Small Business Institute (under an SBA grant). It has served nearly one thousand small and medium sized businesses in the San Diego region since its inception in the early 1970s. Our student consultants, working as a three or four person team, work with each small business client for an entire academic semester, with each consulting team guided by an MBA student. SDSU provides an advising committee of two professors (Dr. Don Sciglimpaglia, Marketing, and Dr. Lois Olson, Marketing) and three MBA student advisors. These combined resources supervise the undergraduate students assisting the business. All students in the program must be senior level, must apply competitively to participate and 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, with the following indicative of the types of consulting services that can be provided:

- Business Plan Creation
- Business Expansion
- Market Study
- Market Research
- Advertising and Promotion
- Web Site Development
- Search Optimization
- Internet Use
- Computer Training
- Contract Bidding
- Customer Relations
- Cost Analysis and Control
- Export/Import
- Inventory Control
- Special Government Programs
- Taxes
- Accounting/Bookkeeping
- Insurance
- Time Management Scheduling
- Personal Management Training

#### How to Participate

If your business or organization would like to participate, please contact Angelica Bouras, SDSU's Small Business Program 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://aba.sdsu.edu/small\\_bus\\_consulting.html](http://aba.sdsu.edu/small_bus_consulting.html)**