

ENTREPRENEURSHIP - GENERAL CERTIFICATE OF ACHIEVEMENT

The Entrepreneurship - General certificate provides students with an understanding of small business planning, financial management, and integrated business topics on entrepreneurship and small business management. Upon completion of this program students will be able to examine small business marketing opportunities, identify innovative small business strategies, evaluate financial management decisions, and address the challenges and opportunities specific to small business management and entrepreneurship.

Code	Title	Units
Required Courses:		
BUSAD 050	Business Math	3
BUSAD 103	Marketing Principles	3
BUSAD 105	Small Business Management/Entrepreneurship	3
BUSAD 106	Principles of Selling	3
BUSAD 110	Human Resource Management	3
BUSAD 120	Business Management/Leadership	3
Total Units		18

Students working for certificates must have a basic knowledge of arithmetic, reading and writing in order to learn and work in the occupations they select.

This is a Gainful Employment Program

Program Learning Outcomes

At the completion of this program, students will be able to:

- Design and develop a comprehensive business plan to start a small business.
- Design and develop a comprehensive small business marketing plan by using appropriate marketing strategies.
- Compile and prepare accurate financial information for tax compliance and informed business decisions.