

# PRACTICAL ENTREPRENEURSHIP CERTIFICATE OF COMPLETION

Thinking about starting your own business, but don't know where to start? Entrepreneurship has become a fast-growing field of study as many individuals contemplate starting a new venture or establishing their own business, especially during these turbulent economic times. The Practical Entrepreneurship Certificate prepares students to start, run, and manage a new or existing business and addresses basic issues potential entrepreneur's encounter. This certificate identifies methods for developing an individual's business idea(s), its feasibility, the process of starting a business, how to acquire necessary resources, and the key parts of a business plan (development and execution). Students will develop an understanding of legal issues, marketing, financing, entrepreneurial resources, and complex tasks faced by individuals engaged in entrepreneurial activities.

Code	Title	Units
<b>Required Courses:</b>		
BUSAD 620	Creating a Business Plan	0
BUSAD 621	Strategic Marketing for Entrepreneurs	0
BUSAD 622	Funding and Financing for Entrepreneurs	0
BUSAD 623	Legal Issues for Entrepreneurs	0
BUSAD 624	Accounting for Entrepreneurs	0
BUSAD 625	Leadership and Management for Entrepreneurs	0
<b>Total Hours</b>		<b>132-144</b>

## Program Learning Outcomes

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

- Explain the business legal structures and the laws and regulations for start-up businesses.
- Apply basic marketing techniques to develop simple promotion, pricing, and distribution plans, and to identify markets.
- Describe the accounting principles and techniques essential for managing the operations of a small business.
- Create and effectively pitch a business plan to prospective lenders and investors.
- Identify and apply the key managerial roles of planning, organizing, staffing, leading, and controlling applications in entrepreneurial settings.