

ENTREPRENEURSHIP - CERTIFICATE OF ACHIEVEMENT LEVEL 3

The Business Department offers Associate in Science degrees and certificate programs in three major areas: Entrepreneurship, Management, and Marketing. The degree programs require a total of 60 units; of which, 24 units are selected from General Education areas and the remaining 36 units are selected from a business major concentration. Several levels of certificates are available in each of the three areas of concentration. The certificate programs can be completed without the requirements of General Education. A "C" grade or better is required in all degree and certificate major and major elective courses.

The business programs are designed for students who are planning to begin a business career, preparing to assume positions of responsibility, or planning to operate their own businesses. The following is a brief description of the emphasis in Entrepreneurship: For those who are planning to start their own businesses, the Entrepreneurship program offers a unique opportunity to learn all the "how-tos" from conceptual stage through implementation and operating stages. Built on the foundation of writing a business plan, to acquisition of funding, to marketing and management, students will be able to learn the A-Z in starting and managing a successful small business.

Program Learning Outcomes

- Identify the purpose of business and its functional objectives.
 - Explain fundamental business structure and basic organizational responsibilities.
 - Apply an understanding and working knowledge of basic business terminologies.
 - Demonstrate familiarity with basic elements of managing a small business or its components.
 - Describe various business functions in order to prepare for employment in business or to prepare for advancement into upper division course work.
 - Interpret and communicate findings of financial information for management, investors, clients, stakeholders, and other interested users.
 - Demonstrate the basic applications of presentation, advertising, and promotion which emphasize integrated marketing communication to a diverse audience.
 - Practice effective written and oral skills in explaining solutions to practical business problems.
 - Provide an intelligent interpretation of and show a proper use of business statements.
 - Explain how legal concepts are sustained by the various laws and regulations affecting business, managers, employees, investors, customers, and suppliers.
 - Identify key issues, research relevant data, and show evidence of analytical thinking about possible solution for business opportunities and problems.
 - Demonstrate the ability to work and interact effectively with individuals of differing interests, genders, orientations, backgrounds, professions and laws in a global environment.
- Examine the impacts of solutions to economic, ethical, and legal dilemmas presented with working in the international marketplace.
 - Explain the importance of the practice high ethical standards in all contacts with various stakeholders by all members of the business community.
 - Demonstrate how to develop, recognize, and practice high ethical standards in all contacts with various stakeholders which maintain equity and implement fair business practices.
 - Analyze the inter-relationship of legal, ethical, social, and philanthropic efforts of a business as it relates to the business products, services and activities.
 - Collect, classify, and record data used to create intelligent information for business decision making.
 - Show familiarity with applications of technology in the communication and marketing of business products or services.
 - Create and produce documentable solutions to business problems and challenges.
 - Prepare reports and papers consistent with the goals and objectives of marketing communication in a proper format

Certificate Requirements

Course	Title	Credits
Choose one of the following:		3-5
ACCTG 020	Financial Accounting	5
-OR-		
ACCTG 101	Bookkeeping for Small Business	3
Plus ALL of the following:		
BUS 068	Entrepreneurship and Small Business Management	3
BUS 071	Legal Environment of Business	3
BUS 082	Introduction to Business	3
BUS 120	Marketing Principles	3
CIS 041	Introduction to Computer Information Systems	3
Select 12-14 units from the following:		12-14
ACCTG 021	Managerial Accounting	5
BUS 112	Advertising, Promotion, and Sales	3
BUS 113	Principles of Management	3
BUS 124	International Marketing	3
BUS 126	Retail Management	3
BUS 135	Human Relations and Leadership	3
Total Units		30-34