

DEGREES & CERTIFICATES

BUSINESS ENTREPRENEURSHIP ASSOCIATE OF ARTS (AA)

About the Program

The degree in Business Entrepreneurship is designed for a comprehensive background on all the aspects of creating a new business venture. Completion of this entrepreneurship degree provides students with critical knowledge and tools for planning and starting a new business. Completion demonstrates persistence, achievement, and may enhance job seeking. This program provides valuable preparation in proven business practices and with business ownership issues such as market focus, measurements of success, and developing a clear and useful business plan. Because some of the leading causes of failure in new businesses are poor risk management, lack of adequate capitalization, and mismanagement of resources, specific information is provided in these areas to help students make good business decisions that lead to success.

Program Goals and Objectives

This degree is part of the Career Technical Education program and designed to prepare students to pursue entrepreneurial opportunities. This degree provides students with an understanding of basic business practices, including financing, management, marketing, accounting, leadership, and communication skills.

Career Opportunities

Students can use his or her associates' degree in entrepreneurship as a stepping stone to further education or, if students feel adequately prepared, can jump straight into a business venture. Students may start his or her own business, collaborate with others on a business venture or act as a consultant. In addition to a traditional career, this will prepare students for the gig economy.

Program Outcomes

- Upon completion of the AA in Business Entrepreneurship, students are able to construct a business plan, essential marketing plan, and the basic financial documents needed for a small business.
- Upon completion of the AA in Business Entrepreneurship, students are able to define "Competitive Advantage" and discuss actions a small business should use to achieve it.
- Upon completion of the AA in Business Entrepreneurship, students are able to demonstrate knowledge of business operations, the business organization, business environments, and business procedures.
- Upon completion of the AA in Business Entrepreneurship, students are able to describe the nature and characteristics of successful small businesses.

Learning and Career Pathway Maps

[View LPC Program Map](#)

Required Core: (19 Units)

BUSN 18 Business Law.....	4
BUSN 40 Introduction to Business.....	3
BUSN 45 Entrepreneurship.....	3
BUSN 48 Human Relations in Organizations.....	3
BUSN 56 Introduction to Management.....	3
MKTG 50 Introduction to Marketing.....	3

List A: Select One Course from Each Area (12-13 Units)

BUSN 52 Business Communications.....	3
CMST 1 Fundamentals of Public Speaking.....	3
BUSN 1A Financial Accounting.....	4
BUSN 51 Accounting for Small Businesses.....	3
BUSN 58 Small Business Management.....	3
MKTG 56 Marketing Strategies.....	3
MKTG 61 Professional Selling.....	3
ECON 1 Principles of Microeconomics.....	3
ECON 10 General Economics.....	3

Total Units for the Major.....31-32

Additional General Education and Elective Units..... 28-29