

# DEGREES & CERTIFICATES

## BUSINESS ENTREPRENEURSHIP CERTIFICATE OF ACHIEVEMENT (CA)

### About the Program

The Certificate in Entrepreneurship is designed for students who are self-employed, current or prospective business owners, or those interested in new business ventures or startups. This certificate provides the foundation of business competencies including management, marketing, innovation, finance, communication, and leadership skills in a changing world. After a student completes the certificate, they may choose to continue their education and obtain a degree, apply their knowledge to their current job, or start their own business venture immediately.

### Program Goals and Objectives

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

### Career Opportunities

It is estimated by the Department of Labor and the Small Business Administration that 80% of new jobs are initially created by small businesses. Entrepreneurs that start new businesses, add to the existing job market and take on the risk and rewards of being an owner. Putting an idea to work in a competitive economy can lead to satisfying personal achievement with some new ventures generating enormous job opportunities for others and wealth for the entrepreneur, investors, and employees. Choosing to pursue an entrepreneurship certificate and/or degree can offer a variety of career paths and can meet a variety of career goals. Entrepreneurship careers cover a wide range of industries and locales, and entrepreneurs can find opportunities in businesses of all sizes. An individual's interest and ability to focus on making a project work will determine what kind of career may develop. As an entrepreneur, a career path unique to an individual's interests, business knowledge, and ambition can be carved.

### Program Outcomes

- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to compare and contrast the impact of the external business environments on small businesses.
- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to construct a business plan, essential marketing plan, and basic financial documents for a small business.
- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to define and provide concrete examples of the "Competitive Advantage" concept that a small business must achieve in order to succeed.
- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to describe the nature and characteristics of successful small business persons.
- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to detail key business procedures relevant to a specific problem using appropriate technology.
- Upon completion of the Certificate of Achievement in Business Entrepreneurship, students are able to summarize the responsibilities of small business owners in selecting, motivating, training, and supervising employees.

### Learning and Career Pathway Maps

[View LPC Program Map](#)

#### Required Core: (10 Units)

|                                       |   |
|---------------------------------------|---|
| BUSN 18 Business Law.....             | 4 |
| BUSN 40 Introduction to Business..... | 3 |
| BUSN 45 Entrepreneurship.....         | 3 |

#### List A: Select One (3-4 Units)

|  |   |
|--|---|
| BUSN 1A Financial Accounting.....            | 4 |
| BUSN 51 Accounting for Small Businesses..... | 3 |
| BUSN 55 Business Mathematics.....            | 3 |

#### List B: Select One (3 Units)

|   |   |
|---|---|
| BUSN 56 Introduction to Management..... | 3 |
| BUSN 58 Small Business Management.....  | 3 |
| MKTG 50 Introduction to Marketing.....  | 3 |
| MKTG 61 Professional Selling.....       | 3 |

#### List C: Select One (3 Units)

|   |   |
|---|---|
| BUSN 48 Human Relations in Organizations..... | 3 |
| BUSN 52 Business Communications.....          | 3 |
| CMST 1 Fundamentals of Public Speaking.....   | 3 |