

Entrepreneurship in Small Business

Overview

Career Studies Certificate

PURPOSE: This program is designed for persons who wish to acquire the knowledge and skills necessary to organize and manage a small business. This program addresses management concerns unique to small businesses, including organizational structure, marketing plans, financial analysis, tax requirements, legal issues, and computer applications.

OCCUPATIONAL OBJECTIVES: This program trains students to own, operate, and manage a small business with 100 or fewer employees.

ADMISSION REQUIREMENTS: General college curricular admission

Roadmap

Order	Course	Title	Credits
1	SDV 100	College Success Skills	1
2	BUS 100	Introduction to Business	3
3	BUS 116	Entrepreneurship	3
4	BUS 165	Small Business Management	3
5	MKT 215	Sales and Marketing Management	3
6	MKT 260	Customer Service Management	3
TOTAL	Entrepreneurship in Small Business Career Studies Certificate		16

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