

# Business and Computing Division

## ENTREPRENEURSHIP CERTIFICATE OF SPECIALIZATION

The Entrepreneurship program is designed to develop skills in starting, maintaining, and growing a small business. Courses emphasize feasibility analysis, legal considerations, financial management, marketing plans, and sales techniques. Completion of this certificate will allow students to pursue various entrepreneurial interests.

*Students are required to obtain a grade of "C" or better in all required courses.*

### Program Outcomes

1. Function effectively in an entrepreneurial venture and in a supporting role to an entrepreneur.
2. Effectively apply and utilize the small businesses principles and techniques they have learned in a business environment or at a four- year college entrepreneur program.
3. Determine the viability of a small business venture.

### Required Courses

<b>Course</b>	<b>Course Number</b>	<b>Units</b>
Introduction to Entrepreneurship	BUS A240	3
Introduction to Marketing	MKTG A100	3
Professional Selling	MKTG A110	3
Or		
Principles of Advertising	MKTG A130	3
	<b>Total Units</b>	<b>9</b>