

# BUSINESS ADMINISTRATION, ENTREPRENEURSHIP - CERTIFICATE



## ETRC

The entrepreneurship certificate is designed to provide students with the skills and competencies needed to become an effective entrepreneur or intrapreneur, while also allowing them the opportunity to practice *being* an entrepreneur. This comprehensive program will expose students to concepts such as the design process, the lean startup, leadership, marketing, financial accounting, and more.

**Note:** All credits earned in this certificate program can be applied toward the associate degree program in Business with a major in General Business. Many courses require prerequisites, corequisites and/or testing. See course descriptions for details.

## Program Learning Outcomes

**Upon completion of this program, a student will be able to:**

1. Distinguish among the various forms of business ownership and various ways of getting a business started.
2. Demonstrate basic entrepreneurial leadership characteristics.
3. Demonstrate research and analytical skills by using both human and technological resources.
4. Demonstrate an understanding of the role of innovation, hypothesis testing and sustainability in entrepreneurial enterprises.
5. Apply financial, managerial and marketing strategies to assess organizational performance.
6. Demonstrate the ability to communicate effectively in written, oral and presentation formats.

## Certificate Requirements

Code	Title	Hours
ACCT 1010	Financial Accounting	4
ACCT 1020	Managerial Accounting	4
BUSN 1010	Introduction to Business <small>SSCI; Written Communication; Social and Professional Responsibilities</small>	3
BUSN 1060	Leadership Development	3
BUSN 1145	Entrepreneurship 1: Introduction to Entrepreneurship	3
BUSN 1165	Entrepreneurship 2: The Design Process	3
BUSN 1185	Entrepreneurship 3: The Lean Startup	3
BUSN 2050	Principles of Management^	3
BUSN 2060	Principles of Marketing	3
<b>Total Hours</b>		<b>29</b>

## Recommended Course Sequence

Course	Title	Hours
<b>Year 1</b>		
<b>Semester 1</b>		
ACCT 1010	Financial Accounting	4
BUSN 1010	Introduction to Business	3
<b>Hours</b>		<b>7</b>
<b>Semester 2</b>		
BUSN 1145	Entrepreneurship 1: Introduction to Entrepreneurship	3
BUSN 2050	Principles of Management^	3
BUSN 2060	Principles of Marketing	3
<b>Hours</b>		<b>9</b>
<b>Year 2</b>		
<b>Semester 1</b>		
BUSN 1165	Entrepreneurship 2: The Design Process	3
ACCT 1020	Managerial Accounting	4
<b>Hours</b>		<b>7</b>
<b>Semester 2</b>		
BUSN 1185	Entrepreneurship 3: The Lean Startup	3
BUSN 1060	Leadership Development	3
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>29</b>