

Entrepreneurship and Small Business Management

Award Type: Certificate of Achievement

The certificate of accomplishment in entrepreneurship and small business management is designed to help students gain the basic knowledge and skill necessary to become a successful entrepreneur. It provides foundation courses to prepare students to start and operate a small business.

The graduate of the Certificate of Achievement in Entrepreneurship and Small Business Management will:

- Recall significant entrepreneurship issues, theories and applications.
- Apply entrepreneurship principles to produce work-based learning projects.
- Demonstrate the ability to follow instructions on assignments and class activities.

Program Requirements

Semester 1 (Fall) Required Courses (10 units):

Course Number	Course Title	Units
BUS 302	Essentials of Management	3.0
BUS 303	Sales And Marketing	3.0
BUS 366	Promoting Small Business	0.5
BUS 377	Managing Service Quality	0.5
ENTR 101	Intro to Entrepreneurship	3.0

A major of 17.5 units is required for the certificate.

Semester 2 (Spring) Required Courses (7.5 units):

Course Number	Course Title	Units
BUS 364	Winning Business Plans	0.5
BUS 382	Advertising & Public Relations Strategies	0.5
BUS 390	Business Entrepreneurship Law	3.0
ENTR 102	Entrepreneurship Projects	3.0
BUS 378	Effective Sales Methods	0.5