

FOUNDATIONS OF ENTREPRENEURSHIP - CERTIFICATE OF ACCOMPLISHMENT

Plan Code: 4203

This program is designed to provide students with an understanding of the entrepreneurial elements of starting a small business, with an eventual focus on the traditional management skills necessary to extend the life of the startup business. Major emphasis is placed on the development of a coherent business model. Upon completion of this Certificate, a student will have the skills to plan and control financial resources, communicate with and lead people in the organization, plan and control informational and technological resources and, finally, unite these skills into the development of a strategic business model/business plan that will be designed for success.

Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of entrepreneurship and small business management.
- Identify the role and challenges that ethics, social responsibility and diversity play within small organizations.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
ACCTG 229	Spreadsheet Accounting	3
GBUS 25	Digital and Social Media	3
or BCOM 25	Digital and Social Media	
MGMT 50	Human Resource Management	3
MGMT 80	Small Business Entrepreneurship	3
Total Units		12