

BUSINESS ENTREPRENEURSHIP CERTIFICATE OF ACHIEVEMENT

This certificate offers a focused course of study for students who are interested in launching and growing a new business. Students develop skills and strategies for effectively planning, starting, and managing the growth of a new enterprise.

Required Courses

Course Number	Course Name	Units
BUS 132	Entrepreneurial Management	3
BUS 150	Entrepreneurial Marketing	3

Plus 9 – 10 additional units selected from the following

Course Number	Course Name	Units
BUS 50	Mathematical Applications in Business	3
BUS 106	Retail Management	3
BUS 135	Human Resource Management	3
BUS 174	Introduction to Green Business Principles and Practices	3
BUS 200	Financial Accounting	4
BUS 230	Introduction to Business	3

Total units required for Certificate

15 – 16

Program Level Student Learning Outcomes:

1. Students completing this certificate will be able to generate, develop, and assess the strengths and weaknesses of business ideas.
2. Students completing this certificate will be able to explain the entrepreneurial process and define common vocabulary related to entrepreneurship.
3. Students completing this certificate will be able to produce basic business and marketing plans and explain their function in the process of starting and managing a business.