

# Entrepreneurship

Certificate (C030)

## Required Courses

BUSN 2101	Entrepreneurship .....	3 cr
BUSN 2106	Marketing Principles.....	3 cr
BUSN 2116	Social Media Marketing.....	3 cr
BUSN 2126	Business Financial Management .....	3 cr
BUSN 2130	Legal Environment of Business.....	3 cr
BUSN 2150*	Business Management Capstone .....	3 cr

### GRADUATION REQUIREMENT - 18 CREDITS

*\*Requires permission by Instructor*

## Description

The Entrepreneurship Certificate program emphasizes the innovative and entrepreneurial skills required to succeed in the current business environment of continuous and unprecedented change. The ability to be responsive, flexible and creative lies at the heart of both new venture creation and ongoing businesses because each must anticipate, innovate and adapt in a rapidly changing world. The Entrepreneurship Certificate program is designed for those who are considering starting a business or current entrepreneurs who need the vital skills required to be a successful entrepreneur. Students experience all aspects of planning a new venture, from determining their personal vision to conducting market analysis to testing financial feasibility, drawing from the whole spectrum of business and management. The Entrepreneurship Certificate demonstrates why good planning leads to successful business performance.

## Outcomes

By completing this program, students will achieve the following learning outcomes:

- Perform financial management tasks;
- Demonstrate effective written and oral business communications;
- Access, analyze, and interpret relevant information specific to business strategies;
- Create a business plan.

## Graduation Requirements

In addition to the program requirements, students must meet the following conditions in order to graduate:

- College Cumulative GPA Requirement: cumulative grade point average (GPA) of credits attempted and completed at CLC must be at least 2.0;
- College Technical Core GPA Requirement: cumulative GPA of credits attempted and completed towards the technical core of the diploma or degree must be at least 2.0;
- Residency Requirement: students must complete 25% of their credits at Central Lakes College.

## Career and Transfer

Small businesses have a presence in virtually every industry and occupation. Owners of small businesses often apply both technical knowledge and skills along with business management knowledge to create and operate a successful business venture. Several initiatives promote and create growth of entrepreneurial activity in Greater Minnesota. Completion of the program will provide the knowledge and skills necessary to successfully start and operate a small business. Students will also have the opportunity to work with the Small Business Development Center located on campus to develop successful business plans.

## Academic Plan

Individual semester plans are determined between instructor or advisor and student to best meet the needs of the student.