

Business Entrepreneurship Program

Funded by the Strong Workforce Initiative

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Description of Strong Workforce Initiative Business Entrepreneurship Program

The entrepreneurship program (housed in the Business Department within the Business and Technology Division Office) offers a 21-unit interdisciplinary degree requiring units from the entrepreneur's interest areas or discipline. A 9-unit skills certificate will provide students practical skills to establish a small business and provides a stackable certificate should the student decide to acquire further entrepreneurial skills and knowledge. This certificate provides foundational business skills for entrepreneurs in any discipline---from photographers, music artists, fashion designers, childcare providers, personal trainers, agriculture, nutritionists to contractors in construction, the educational path is flexible and customizable to fit students' needs.

This new entrepreneurship program provides students with classroom learning combined with projects held in conjunction with our makerspace/incubator partners, Hacker Lab, and internships to help them launch new ventures. The program offers a robust core of business classes for those interested in starting a business with an opportunity to focus on managing capital. We also want students leaving this program to have a solid understanding of accounting practices for their enterprise.

An exciting component of this new program includes courses to help students identify and design sustainable, socially minded business opportunities. It is our goal to have students leave this program with an understanding that they can create profitable businesses while incorporating principles of sustainability and social entrepreneurship. A major focus will be on women and minority (underrepresented populations) entrepreneurs/small business owners.

Fall 2017-Interdisciplinary Entrepreneurship 21-Unit Certificate of Achievement

15 Units Required Core:

- Intro to Entrepreneurship (Business 140)
- Accounting for Entrepreneurs (Business A)
- Business Communication **or** Intro to Oral Communication (Business 102 or Business 85)
- Marketing/Social Media (Business 120 or Business 122)
- Social Entrepreneurship (Business 143)

3 units from Business Electives:

- International Business Practices (Business 55)
- Selling Dynamics (Business 124)
- Retailing (Business 123)
- Human Resource Management (Business 103)
- Planning, Financing and Operating a Small Business (Business B)
- QuickBooks (Business 8)
- Customer Service Skills (Business 116)
- Project Management Concepts & Software (CIS 136)
- Starting a Small Business (Business 141)

3 units from Interdisciplinary Coursework

- 3 units in a specific Discipline
- Independent Study* (Business or other 28)
- Internship/Mentorship/Apprenticeship* (Business or other 95)

*Course can include work with a makerspace, incubator, or accelerator

Fall 2017-Fundamentals of Business Entrepreneurship 9-Unit Skills Certificate:

- Intro to Entrepreneurship (Business 140)
- Independent Study* (Business or other 28) **OR**
- Internship/Mentorship/Apprenticeship* (Business or other 95)
- Starting a Small Business (Business 141)

*Course can include work with a makerspace, incubator, or accelerator