ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_MSSB
Control Number: 20352
Financial Aid Eligible

The small business sector is one of the fastest-growing in the nation's economy. With an ever-increasing number of adults today self-employed, many people either work for a small business or plan to start one of their own. Coastline's Entrepreneurship Certificate of Achievement can help prospective entrepreneurs launch new ventures or, if you are an entrepreneur who already has your business established, you can strengthen your managerial and business skills to grow your business.

You will learn the fundamentals of starting and operating your own business. The program includes basic business skills as well as specific courses in starting and managing a business. Coursework covers evaluating a business opportunity, preparing a business plan, planning advertising and sales promotions, marketing a product or service, and financial management for the entrepreneurial company.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Effectively communicate solutions to business problems using appropriate business terms and strategies.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.

Review Graduation Requirements (https://catalog.cccd.edu/coastline/graduation-requirements/certificates/#achievementtext).

Course	Title	Units
Required Core		
Complete the following:		
BUS C141	Introduction to Entrepreneurship	3
BUS C142	Entrepreneurial Marketing and Operations	3
BUS C143	Entrepreneurial Financial Strategies	3
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	3
Electives		
Complete two of the following:		6
BUS C100	Introduction to Business	
BUS C101	Introduction to Project Management	
BUS C110	Business Law/Legal Environment of Business	
BUS C120	Personal Finance	
BUS C139	Business Communication	
BUS C150	Introduction to Marketing	
MGMT C100	Principles of Management	
MGMT C111	Human Resource Management	
MGMT C115	Human Relations in Business	
MGMT C171	Supply Chain Management Fundamentals	
Total Units		**18**