

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT, CERTIFICATE OF ACHIEVEMENT

3_CN_MSSB

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 program 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. Course work covers evaluating a business opportunity, preparing a business plan, planning advertising and sales promotions, marketing a product or service, and managing the finances 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 language and tools and demonstrating understanding of business terms and concepts.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and information-based approach.
3. Develop and exhibit high standards of professional practice, demonstrating awareness of ethical and social responsibilities in today's multicultural, team-oriented, rapidly-changing global environment.

Certificate Graduation Requirements

A Certificate is awarded upon completion of the required coursework with a grade of C or higher in each course. To receive the certificate, the student must file a petition for graduation during his/her final semester. In addition:

Certificate of Achievement

- Student must be in attendance at the time requirements are completed.
- Students must also earn a minimum of 12 units of coursework at Coastline, excluding experiential credit.
- A student with prior experience may be excused from certain certificate courses.
- 50 percent of the certificate program's units must be completed at Coastline no matter how the total number of units required for the certificate can be met.

Course	Title	Units
BUS C150	Introduction to Marketing	3
BUS C170	Entrepreneurship and Small Business Finance	3
BUS C180	Entrepreneurship and Small Business Plan	3
BUS C222	Entrepreneurship and Small Business Operations and Management	3
Elective Courses		
Select one of the following:		3
MS C100	Business Organization and Management	
MS C102	Human Relations in Business	
MS C104	Human Resource Management	
Select two of the following:		6
ACCT C116	ACCT for Non-Financial Managers, Entrepreneurs, Business Owners	
BUS C100	Introduction to Business	
BUS C110	Business Law/Legal Environment of Business	
BUS C120	Personal Finance	
BUS C130	E-Commerce: Strategic Thinking and Management	
Total for Major		21

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Required Core

Students will complete all of the following: