

ENTREPRENEURSHIP II - SMALL BUSINESS OWNERSHIP AND EXPANSION, CERTIFICATE OF ACHIEVEMENT

Banner Code: 2_CM_ENTRII

Control Number: 40673

Not Financial Aid Eligible

This Certificate is designed for students seeking to start, manage, and/or expand a small business. The curriculum addresses the marketing, legal, regulatory and financial aspects of starting and managing a small business. Completion of this Entrepreneurship Certificate program demonstrates knowledge of the entrepreneurial mindset and process and provides practical tools and methods for starting, managing, and expanding a business. This Certificate builds on the Entrepreneurship I Certificate of Achievement - Small Business Startup Essentials; however, the Entrepreneurship II Certificate may be completed independently of the Entrepreneurship I Certificate.

Program Level Learning Outcomes

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

1. Assess the financial, marketing, legal and regulatory considerations for starting and owning a business.
2. Prepare business planning documents to start or expand a business.
3. Apply accounting information and prepare financial statements to evaluate business performance.
4. Apply managerial methods to conduct operations such as business formation, online presence, and staffing.

Potential careers students may enter upon completion are as follows:

- Business management or ownership
- Independent contractors
- Part-time business owners
- Small business owners

Certificate of Achievement Requirements

This certificate goes through the State approval process and requires a minimum of 12 units of coursework in a particular academic or occupational area. The certificate programs normally include only those courses which have a direct bearing upon specialized occupational competency since the objective of earning the career certificate is immediate employment in a specialized area. Upon successful completion of the program and completing the application, the student will receive the certificate and be recognized at the graduation ceremony. In order to earn a Certificate of Achievement all courses that apply to the certificate must be completed with a minimum grade of "C" in each course unless otherwise stated. A minimum of 12 units in residence at GWC is required, and 50 percent of the certificate program must be completed at GWC.

Course	Title	Units
Required Courses		
BUS G101	The Mindset of Business Success	3
MGMT G162	Managing a Small Business	3
Elective Courses		
<i>Select four of the following:</i>		6
BUS G153	Writing An Effective Business Plan	1.5
BUS G158	Raising Money to Start or Grow a Business	1.5
BUS G159	Legal/Regulatory Essentials for Starting a Business	1.5
MGMT G163	Basic Accounting Concepts for Small Business	1.5
or ACCT G163	Basic Accounting Concepts for Small Business	
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
Total Units		12

Recommended Program Sequence

These sequences are general maps for students to finish all requirements for the Certificate. There may be advisories or time requirements that students may want to consider before following these maps. **Students are advised to meet with a GWC Counselor for alternate sequencing.**

Year 1:

Course	Title	Units
Semester 1		
BUS G101	The Mindset of Business Success	3
MGMT G162	Managing a Small Business	3
<i>Select four of the following:</i>		6
BUS G153	Writing An Effective Business Plan	1.5
BUS G158	Raising Money to Start or Grow a Business	1.5
BUS G159	Legal/Regulatory Essentials for Starting a Business	1.5
ACCT/MGMT G163	Basic Accounting Concepts for Small Business	1.5
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
<i>Units</i>		12