

# 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

Review Graduation Requirements (<https://catalog.cccd.edu/golden-west/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
<b>Required Courses</b>		
BUS G101	The Mindset of Business Success	3
MGMT G162	Managing a Small Business	3
<b>Elective Courses</b>		
<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	

Course	Title	Units
MKTG G167	Marketing and Social Media for Entrepreneurs	1.5
<b>Total Units</b>		<b>12</b>

## 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
<b>Semester 1</b>		
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
<b>Units</b>		<b>12</b>