

# ENTREPRENEURSHIP II SMALL BUSINESS OWNERSHIP AND EXPANSION, CERTIFICATE OF SPECIALIZATION

Course	Title	Units
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
<b>Total Units</b>		<b>12</b>

**Banner code:** 2\_CE\_ENTRII

**Financial aid:** Not 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 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.

## Certificate Of Specialization Requirements

This certificate focuses on the student gaining competency in a skill so that the student can quickly move into the workplace. There is emphasis on updating or newly emerging technologies and the coursework for the Certificate of Specialization must be under 18 units. This certificate is not approved by the State and there is no acknowledgment of completion given at graduation, and is not recorded on a transcript. In order to earn a Certificate of Specialization all courses that apply to the certificate must be completed with a minimum grade of "C" in each course unless otherwise stated. Fifty percent of the certificate program must be completed at GWC.

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