

ENTREPRENEURSHIP I - SMALL BUSINESS STARTUP ESSENTIALS, CERTIFICATE OF ACHIEVEMENT

Banner Code: 2_CM_ENTRI

Control Number: 40672

Not Financial Aid Eligible

This Certificate is designed for students seeking to explore, evaluate, and plan the startup of a business. The curriculum addresses the traits and skillsets utilized by successful entrepreneurs and enables students to evaluate and test business ideas. Students will also learn how to identify and attract customers. Completion of this Entrepreneurship Certificate program demonstrates knowledge of the entrepreneurial mindset and process and provides practical tools and techniques used to develop and evaluate new business ideas.

Program Level Learning Outcomes

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

1. Apply personal traits associated with an entrepreneurial mindset.
2. Evaluate options for starting a new business.
3. Analyze the customer, competition, costs, challenges and rewards associated with business startup.
4. Prepare business and market planning documents to evaluate a new business idea or opportunity.

Potential careers students may enter upon completion are as follows:

- Business management
- 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 |
|-------------------------------------|--|-------|
| Required Courses | | |
| BUS G101 | The Mindset of Business Success | 3 |
| MGMT G152 | Starting a Business - Entrepreneurial Small Business | 3 |
| MKTG G157 | Finding and Knowing Your Customer | 1.5 |
| Elective Courses | | |
| <i>Select one of the following:</i> | | 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 |
| MKTG G167 | Marketing and Social Media for Entrepreneurs | 1.5 |
| ACCT G163 | Accounting Concepts for Small Business | 1.5 |

| Course | Title | Units |
|--------------------|--|----------|
| MGMT G163 | Basic Accounting Concepts for Small Business | 1.5 |
| BUS G153 | Writing an Effective Business Plan | 1.5 |
| Total Units | | 9 |

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 G152 | Starting a Business - Entrepreneurial Small Business | 3 |
| MKTG G157 | Finding and Knowing Your Customer | 1.5 |
| <i>Select one of the following:</i> | | 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 |
| MKTG G167 | Marketing and Social Media for Entrepreneurs | 1.5 |
| ACCT G163 | Accounting Concepts for Small Business | 1.5 |
| MGMT G163 | Basic Accounting Concepts for Small Business | 1.5 |
| BUS G153 | Writing an Effective Business Plan | 1.5 |
| <i>Units</i> | | 9 |