

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

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 G152	Starting a Business - Entrepreneurial Small Business	3

Course	Title	Units
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	Basic 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
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	Basic 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