

# ENTREPRENEURSHIP I SMALL BUSINESS STARTUP ESSENTIALS, CERTIFICATE OF SPECIALIZATION

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**Banner code:** 2\_CE\_ENTRI

**Financial aid:** Not eligible

This Certificate is designed for students seeking to explore, evaluate, and plan the startup of a business. The curriculum addresses the traits and skill sets 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 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 and test ideas and 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.

## 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 G152	Starting a Business - Entrepreneurial Small Business	3
MKTG G157	Finding and Knowing Your Customer	1.5
Total Units		7.5