

ENTREPRENEURSHIP, CERTIFICATE OF SPECIALIZATION

Not Financial Aid Eligible

The Entrepreneurship program is designed to develop skills in starting, maintaining, and growing a small business. Courses emphasize feasibility analysis, legal considerations, financial management, marketing plans, and sales techniques. Completion of this certificate will allow students to pursue various entrepreneurial interests.

Program Outcomes

1. Function effectively in an entrepreneurial venture and in a supporting role to an entrepreneur.
2. Effectively apply and utilize the small businesses principles and techniques they have learned in a business environment or at a four-year college entrepreneur program.
3. Determine the viability and net cash flows of a small business venture.

Certificate of Specialization Requirements

The Certificate of Specialization is a locally approved career program that requires sixteen units or fewer units and is designed to prepare the graduate to enter a particular field of employment. In order to be awarded a certificate, students are required to obtain a grade of "C" or better in all program-required courses. Grades of "CR" or "P" will be accepted whereas "CR" or "P" meets the equivalency of a "C" or better. At least 3 units in an advanced course from the certificate must be completed at OCC at the department's discretion. Certificates of Specialization are not automatically awarded, not printed on official academic transcripts, and there is no acknowledgment of completion given at graduation. Please contact the division for details regarding the submission of petitions as procedures for each division vary. Most division offices prefer that students complete all of the required courses and then provide a copy of the transcript while some divisions allow petitions for Certificates of Specialization before finishing. Check with a counselor to determine the requirements for completion.

A list of certificate programs can be found in the Programs A-Z (<https://catalog.cccd.edu/orange-coast/programs-study/>) section of this catalog.

Course	Title	Units
Required Courses		
BUS A240	Entrepreneurship	3
MKTG A100 or BUS A101	Introduction to Marketing or Social Media for Business	3
MKTG A110 or MKTG A130	Professional Selling or Principles of Advertising	3
Total Units		9

Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to

consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Course	Title	Units
Year 1		
Semester 1		
BUS A240	Entrepreneurship	3
MKTG A100 or BUS A101	Introduction to Marketing or Social Media for Business	3
MKTG A110 or MKTG A130	Professional Selling or Principles of Advertising	3
Units		9
Total Units		9