BUSINESS TECHNOLOGY

PATHWAYS CERTIFICATE: ENTREPRENEURSHIP – MINIMUM 42 CREDITS

CAREER DESCRIPTION

The Entrepreneurship Career Pathways provides basic training and knowledge needed to start and effectively operate your own small business. The program builds skills in many areas critical to the success of a small business owner such as written and verbal communication, marketing, business law, accounting, financial management, and small business development. Many aspects of starting and running a small business are encompassed in the certificate from initial evaluation of a business opportunity and developing a business plan, to managing the small business and recordkeeping.

The less than one-year certificate has the flexibility to meet your individual needs. Over a quarter of the required curriculum is made up of electives where you can chose from an entrepreneur's dream list of subjects including international business for those interested in taking advantage of global market opportunities, web page design, communicating with employees, and technical report writing.

Students should take the classes in the order listed on the facing page. If the classes do not fit within your schedule, please see a faculty advisor for assistance.

APPLICATION & ACCEPTANCE

Students entering the program are expected to have basic keyboarding and computer skills with business application software such as Word and Excel. If you do not have these basic skills, you should take Intro to Computer Information Systems (CIS 120) during your first term at UCC. Placement scores indicating MTH 020 or higher and WR 115 or higher are required for entry into the program.

PROGRAM OUTCOMES

To prepare students to develop,start,and effectively operate a small business,and in so doing, students will:

1. Communicate effectively both orally and in writing.
   a. Use proper communication forms
   b. Make organized, effective presentations
2. Work well with others and operate effectively as a member of a team.
   a. Contribute as team player
   b. Apply good listening skills
   c. Organize tasks
3. Apply basic business vocabulary and basic management functions and principles.
   a. Use appropriate business terminology
   b. Recognize management concepts
   c. Apply a customer service orientation
4. Prepare basic financial reports
   a. Use appropriate financial terminology
   b. Recognize basic financial statements
5. Apply appropriate ethical choices on both a professional and personal basis.
   a. Show respect, tolerance, and cultural awareness
   b. Demonstrate a community focus
6. Exhibit critical thinking and decision making skills.
   a. Distinguish fact from fiction
   b. Effectively solve problems
   c. Collect and analyze information

APPROVED ELECTIVES

The following is a list of the approved electives for the Entrepreneurship Certificate. Electives must be selected from this list.

BA 165	Customer Service	3
BA 203	Introduction to International Business	3
BA 207	Introduction to E-Commerce	3
BA 214	Business Communications	3
BA 222	Financial Management	3
BA 238	Professional Selling	3
BA 239	Advertising	3
BA 249	Retailing	3
CIS 125D	Computer Applications – Database	3
CIS 195	Authoring for the World Wide Web I	4
SDP 109	Elements of Supervision	3
SDP 208	Human Resources for Supervisors	3
SDP 223	Employee Development and Performance Management	3
WR 121	English Composition: Intro to Argument	4
WR 227	Technical Report Writing	4

PATHWAYS CERTIFICATE — Entrepreneurship

Minimum 42 Credits — Recommended Sequence for Students (Students should see a faculty advisor to customize their educational plan.)

SEQUENCE

Fall	Introduction to Business BA 101 4 CR	Business Mathematics I BA 180 3 CR	Management Fundamentals BA 206 3 CR	Cooperative Work Experience: Management BA 280C 2 CR	*Approved Electives 3 CR	CREDITS 15
Winter	Developing a Small Business BA 150 4 CR	Business Law BA 226 4 CR	Principles of Accounting I BA 211 3 CR *OR* Accounting for Managers BA 233 4 CR	Cooperative Work Experience: Management BA 280C 1 CR	*Approved Electives 3 CR	CREDITS 15-16
Spring	Principles of Marketing BA 223 3 CR	Managing the Small Business BA 250 3 CR	*Approved Electives 6 CR			CREDITS 12

NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.

* A total of 12 credits required from the list of Approved Electives on p. 100.