

SMALL BUSINESS ENTREPRENEURSHIP

Delivery: Evening and Online Classes

Start: Fall or Spring Semester

Outcome

Business Entrepreneur Certificate. 16 cr.

Major Description

This program teaches small business management skills along with all the necessary knowledge and skill sets to start and grow a new small business. The programs central core is the planning of a small business to ensure that the business has the best possible chance of succeeding. The certificate can stand alone for individuals with existing skills or complement a variety of existing technical programs.

Work Environment

Small business owners and entrepreneurs compete in a vast range of business enterprises. Because they are self-employed, small business owners need a broad base of business skills, including marketing, sales, financial accountability and business planning.

Potential Job Titles

For small business owners and entrepreneurs, titles are usually not a primary concern. Most self-employed people focus on what they do rather than what they're called. If a title is needed, the word "owner" is most often used by self-employed people.

Salary Data *(Simplyhired.com)*

Annual salaries of small business owners and entrepreneurs diverge dramatically due to an immense variety of factors. The biggest factor is if the business is full- or part-time.

- Average salary (U.S.): \$62,000/year

SMALL BUSINESS ENTREPRENEUR - CERTIFICATE

ENTR1170	Introduction to Small Business	2
ENTR1180	Legal Issues for Small Business	3
ENTR1490	Marketing Strategies for Small Bus II	3
ENTR1760	Selling and Negotiating for Small Business Owners	3
ENTR1860	Business Plan Development	3
ENTR1920	Capitalizing & Financial Management for Small Business	2
Total Credits		16

TOTAL PROGRAM REQUIREMENTS 16



DAKOTA COUNTY
TECHNICAL COLLEGE

2017-2018 CATALOG

Real Education. Real Results.