

# BUSINESS ENTREPRENEUR

Delivery: Evening Program  
Start: Fall or Spring Semester, Full- or Part-Time  
Location: Apple Valley Site

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## Outcome

Business Entrepreneur Certificate. . . . . 18 credits

## Major Description

This program analyzes small-business management combined with the new ways business ventures are created, designed, developed and operated. The program's central core investigates the processes and procedures needed to transform an entrepreneurial idea into a viable business operation. The certificate can stand alone for individuals with existing skills or complement a variety of existing technical programs.

## Work Environment

Entrepreneurs compete in a vast range of business enterprises. Because they are self-employed, entrepreneurs need a broad base of business skills, including a comprehensive business plan, to be successful.

## Potential Job Titles

For entrepreneurs, job titles are not a primary concern. Entrepreneurs focus on what they do, not what they're called. However, experts point out that for the employees of entrepreneurs, job titles are important if not crucial to their work identity.

## Salary Data *(simplyhired.com)*

Annual salaries for entrepreneurs diverge dramatically due to a variety of factors.

- Average salary (U.S.): \$111,000/year

## BUSINESS ENTREPRENEUR – CERTIFICATE

### Fall or Spring Semester – First Year

Course#	Course Title	Credits
ENTR1150	The Successful Entrepreneur	2
ENTR1440	Successful Marketing Strategies for Small Business	4
ENTR1650	Selling Success for the Entrepreneur	3
ENTR1860	Business Plan Development	3
ENTR1900	Capitalizing a Small Business <i>or</i> OFFC1340 <i>or</i> SMGT1601	2
SMGT1033	Business Law and Ethics	3
SMGT1250	Managing Customer Service	1
<b>Total Credits</b>		<b>18</b>
<b>TOTAL PROGRAM REQUIREMENTS</b>		<b>18</b>

*This is a sample course sequence resulting in a certificate.  
Please consult your program advisor regarding your academic plans.*