

# BUSINESS

## SMALL BUSINESS ENTREPRENEURSHIP

**Delivery:** Fully online

**Start:** Fall or Spring Semester

### SMALL BUSINESS ENTREPRENEUR CERTIFICATE

#### AWARDS

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

See latest data at [ziprecruiter.com/Salaries/SmallBusiness-Owner-Salary--in-Minnesota](https://ziprecruiter.com/Salaries/SmallBusiness-Owner-Salary--in-Minnesota).

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.): \$84,423/year

#### ADDITIONAL INFORMATION

Scan the QR code for more program information and specific program costs.



#### Required Curriculum

16 cr

BUSN1110	Business Law and Ethics . . . . .	3
ENTR1170	Introduction to Small Business . . . . .	2
MKTC1100	Fundamentals of Sales . . . . .	3
ENTR1860	Business Plan Development . . . . .	3
ENTR1920	Capitalizing & Financial Management for Small Business . . . . .	2
MKTC1000	Principles of Marketing . . . . .	3

**TOTAL PROGRAM REQUIREMENTS 16**



**DAKOTA COUNTY**  
**TECHNICAL COLLEGE**

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This information is available in an alternate format by calling 651-423-8469 or TTY/Minnesota Relay at 1-800-627-3529.