SMALL BUSINESS ENTREPRENEURSHIP

**Delivery:** Evening and Online Classes  
**Start:** Fall or Spring Semester

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**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**  

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.): $62,033/year

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**SMALL BUSINESS ENTREPRENEUR CERTIFICATE**

<table>
<thead>
<tr>
<th>Required Curriculum</th>
<th>16 cr</th>
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</thead>
<tbody>
<tr>
<td>BUSN1110  Business Law and Ethics.</td>
<td>3</td>
</tr>
<tr>
<td>ENTR1170  Introduction to Small Business</td>
<td>2</td>
</tr>
<tr>
<td>ENTR1760  Selling and Negotiating for Small Business Owners.</td>
<td>3</td>
</tr>
<tr>
<td>ENTR1860  Business Plan Development</td>
<td>3</td>
</tr>
<tr>
<td>ENTR1920  Capitalizing &amp; Financial Management for Small Business</td>
<td>2</td>
</tr>
<tr>
<td>MKTC1000  Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
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**TOTAL PROGRAM REQUIREMENTS** 16