ENTREPRENEURSHIP, Diploma - 0276

Business Studies Department
CIP Code: 52.0701

The Entrepreneurship diploma program is designed to prepare students to understand the role that entrepreneurship plays in a diverse world from personal self-assessment through the creation and presentation of a feasibility study.   Students acquire the knowledge and skills to become an entrepreneur in a start-up business, existing business, government or a non-profit organization. Skills developed in marketing, management and finance lead to the creation of a sound business plan. This diploma offers students the opportunity to choose one program elective in a focused area. This diploma may be completed entirely through asynchronous instruction.

Career Opportunities
Entrepreneurial graduates enter the workforce are prepared to execute a start-up plan or expand their own business or enter into a government enterprise or non-profit organization.

Competency Profile
This curriculum is designed to prepare students to:
- Identify various ways that entrepreneurship can provide opportunities for navigating the business environment in the 21st century
- Recognize problems as opportunities that lead to innovative solutions
- Investigate business practices and opportunities, which promote sustainability in the global community
- Identify societal changes and their impact on business through the lens of inclusion and diversity in entrepreneurial endeavors
- Evaluate basic financial information for business decision making
- Create a comprehensive business plan

PROGRAM REQUIREMENTS (TOTAL CREDITS =16)

General Education	Major Requirements		Other Required Courses	
	ACCT 150 Principles of Financial Accounting	2	Program Specific Elective*	**3**
	ACCT 160 Principles of Managerial Accounting	2		
	ENTR 101 Entrepreneurial Thinking	3		
	ENTR 221 Entrepreneurial Planning	3		
	MKTG 235 Digital Media Marketing	<u>3</u>		
		13		

*Students are to select their program specific elective course from the following: BUSI 209; MGMT 203, 204, 227; MKTG 212, 218.

RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS

Part-time students can complete this program by taking one or more courses each semester.

Fall Semester I

ACCT 150	2
ACCT 160	2
ENTR 101	3
ENTR 221	3
MKTG 235	3
Program Elective*	3