

ENTREPRENEURSHIP ESSENTIALS, CERTIFICATE OF SPECIALIZATION

Banner Code: 3_CE_ENTESS
Not Financial Aid Eligible

The Entrepreneurship Essentials program provides students a solid foundation in the business aspects of starting and operating a small business that provides products, services, or both. Students will explore entrepreneurial options and assess the viability of a business concept. Once the concept proves viable, students will develop operations, marketing, and financial plans describing how the business will run. By completing this three-course series, students will have the primary content of a full business plan that can be used to request funding, develop supplier relationships, build a management team, etc.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Effectively communicate solutions to business problems using appropriate business terms and strategies.
2. Analyze and recommend effective business decisions/solutions using a systematic, evaluative, and data-driven approach.

Review Graduation Requirements (<https://catalog.cccd.edu/coastline/graduation-requirements/certificates/#specializationtext>).

Course	Title	Units
Required Core		
Complete the following:		
BUS C141	Introduction to Entrepreneurship	3
BUS C142	Entrepreneurial Marketing and Operations	3
BUS C143	Entrepreneurial Financial Strategies	3
Total Units		9