

ENTREPRENEURSHIP, CERTIFICATE OF SPECIALIZATION

Banner Code: 1_CE_BAEN
Not Financial Aid Eligible

The Entrepreneurship program is designed to develop skills in starting, maintaining, and growing a small business. Courses emphasize feasibility analysis, legal considerations, financial management, marketing plans, and sales techniques. Completion of this certificate will allow students to pursue various entrepreneurial interests.

Program Outcomes

1. Function effectively in an entrepreneurial venture and in a supporting role to an entrepreneur.
2. Effectively apply and utilize the small businesses principles and techniques they have learned in a business environment or at a four-year college entrepreneur program.
3. Determine the viability and net cash flows of a small business venture.

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

Course	Title	Units
Required Courses		
BUS A240	Entrepreneurship	3
MKTG A100	Introduction to Marketing	3
or BUS A101	Social Media for Business	
MKTG A110	Professional Selling	3
or MKTG A130	Principles of Advertising	
Total Units		9

Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Course	Title	Units
Year 1		
Semester 1		
BUS A240	Entrepreneurship	3
MKTG A100	Introduction to Marketing	3
or BUS A101	or Social Media for Business	
MKTG A110	Professional Selling	3
or MKTG A130	or Principles of Advertising	
Units		9
Total Units		9