

Entrepreneurship Certificate

Certificate Number 90-145-1

Revised

Description:

The Entrepreneurship Certificate is a series of credit courses targeted to educate learners about the opportunities and essence of entrepreneurship and how to start, run, and manage profitable businesses.

Certificate Completers Will be Able to:

- Assess readiness to begin the entrepreneurial adventure.
- Emphasize the importance of good financial record-keeping systems, reports, and records.
- Develop a marketing plan including components for product/service, price, place, and promotion.
- Strategically service customers.
- Prepare and present a business plan.

Curriculum

| CATALOG # | DESCRIPTION | CREDITS |
|--|--|---------|
| 10-145-188 <i>Offered in: Spring 2009</i> | Entrepreneurial Service Mgmt... the elements of your successful business with a strategic plan that focuses on servicing your customer with a winning attitude, performance, teamwork, and competition. | 3 |
| 10-145-186 <i>Offered in: Fall 2008</i> | Financial Management-Small Bus... the importance of good recordkeeping systems, reports, and the records necessary for a small business. Financial analysis techniques are explored through hands-on Income Statements and Cash Flow Projections for small businesses. | 3 |
| 10-145-187 <i>Offered in: Spring 2009</i> | Marketing Your Small Business... implementing and evaluating a marketing plan for their small business. Students will develop a marketing plan for a selected small business. Components of the plan include market research, customer focus, quality, pricing, and advertising. | 3 |
| 10-145-185 <i>Offered in: Fall 2008</i> | Organizing Your Small Business... the components of small business ownership by examining a variety of small business startup and operation scenarios. Assesses your own readiness to begin the entrepreneurial adventure. | 3 |
| 10-145-189 <i>Offered in: Spring 2009</i> | Writing a Business Plan-Sm Bus... as a necessary component to beginning a small business, addressing facets of the business plan, observing various types of plans, to realizing readiness to begin. Plan preparation/presentation are required. (Prerequisite: 10-145-186, Financial Management-Small Business; 10-145-187, Marketing Your Small Business) | 3 |

Certificate Total **15**

For more information, please contact: The Business & Information Technology Division, (920) 498-5435 or (800) 422-NWTC, extension 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu