ENTREPRENEURSHIP
CERTIFICATE – 18 CREDITS

About this program

This certificate provides students with the ability to continuously learn and adapt the business knowledge, skills and attitudes needed to succeed in business, whether as an entrepreneur starting and operating a small business or an entrepreneur within an organization. Students learn to recognize market opportunities within an industry, plan a business initiative to develop their big idea, and evaluate its profit potential. This certificate is appropriate for those who wish to be self-employed.

Program outcomes

1. Demonstrate the knowledge, skills and attitudes needed to succeed in business.
2. Create and present business ideas.
3. Demonstrate the ability to develop strategies to run and grow a business.
4. Demonstrate a broad knowledge of business, including financial, marketing and operating functions.

Curriculum overview

Crds	Requirement type
9	Required courses
9	Restricted electives in courses
18	**Total**

Developmental courses note: A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

Accreditation: Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 http://www.ncahigherlearningcommission.org Phone: 312.263.0456 / 800.621.7440

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Curriculum requirement details

Required courses

Course	Crds
ACCT2211 - Financial Accounting I	3
ENTR1101 - Entrepreneurship I: Finding Your Opportunity	3
ENTR1201 - Entrepreneurship II: Starting Your Business	3

Other requirements or restricted electives

6 credits from one or more of these Courses:

Course title	Credits
BUS1100 - Business Computers	3
BUS1141 - Introduction to Business	3
BUS2150 - Legal Environment of Business	3
DMKT2210 - Social Media Marketing	3
HRES1122 - Human Resource Management	3

3 credits from one or more of these Courses:

Course title	Credits
BUS2206 - Principles of Marketing	3
BUS2250 - Sport Marketing	3
DMKT2200 - Introduction to Digital Marketing	3

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Course summaries

ACCT2211 - Financial Accounting I ..... ***(3 credits)***
This course introduces students to the content and concepts underlying financial statements. Course content includes study of the accounting model, financial statements, merchandise accounting, internal controls and accounting for assets. The course focuses on using accounting information for decision making.

ENTR1101 - Entrepreneurship I: Finding Your Opportunity ..... ***(3 credits)***
This course is designed for those who have a current business or aspire to create business opportunities. Students assess their skills, attitudes and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs to generate ideas that become an innovation of value. Students create and present (pitch) business ideas. This course contains content and information on entrepreneurial mindset and entrepreneurial thinking.

ENTR1201 - Entrepreneurship II: Starting Your Business ..... ***(3 credits)***
In this course, students experience real-world and hands-on activities needed to start a business venture. Students develop strategies, incorporating valuable input from customers, partners, competitors and advisors, as they explore the various facets of a business idea and how those facets interact to produce a working business model. Students who complete this course are well-positioned to write a business plan or manage a small business of their own.

BUS1100 - Business Computers ..... ***(3 credits)***
Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

BUS1141 - Introduction to Business ..... ***(3 credits)***
Whether Business majors or simply curious about the field, students in this course examine how businesses operate in today's global economy and how various roles contribute to organizational success. Special emphasis is placed on career discovery, with students identifying potential professional interests and aligning their interests with business functions. Students explore current trends, ethical considerations and the impact of technology on business practices while also learning about the skills and qualifications needed for business careers.

BUS2150 - Legal Environment of Business ..... ***(3 credits)***
This course offers an overview of the American legal system and provides an introduction to what a business person should know about the law and the American legal system. Major content areas include the court system, trial process, alternative dispute resolution, business and the Constitution, the administrative process, torts and product liability, common law of contracts, employment law, employment discrimination, anti-trust law, international business and ethics.

DMKT2210 - Social Media Marketing ..... ***(3 credits)***
This course is a study of how organizations use social media to support their marketing strategies through social listening, social analytics and social engagement. Students will learn techniques to create engaging content for social platforms, identify influencers, deliver content to a target audience and measure success by using key performance indicators. Emphasis will be placed on how to leverage social media marketing to build a brand, drive demand, engage buyers and increase revenue.

HRES1122 - Human Resource Management ..... ***(3 credits)***
This course is an introduction to the basic principles of human resource functions and services. It provides a background and understanding for further human resource courses.

BUS2206 - Principles of Marketing ..... ***(3 credits)***
This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course will also discuss the implications of environmental factors (including the digital environment) that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, digital marketing concepts, pricing, promotion and supply chain management.

BUS2250 - Sport Marketing ..... ***(3 credits)***
Sport Marketing is a specialized course that prepares students to address marketing issues specific to the sports industry. This course analyzes the field of sports in terms of the practices, applications and strategies of mainstream marketing. Subjects include sponsorship, endorsements, licensing, market segmentation, promotional strategy for sports products, emerging issues in sports marketing, and strategies for success in marketing sports events, products, and services.

DMKT2200 - Introduction to Digital Marketing ..... ***(3 credits)***
This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.

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Program Plan — "ENTREPRENEURSHIP CERTIFICATE"

Locations: Fergus Falls,Moorhead,Online

1st Fall Term (9 credits)

Courses

Course	Crds
ACCT2211 - Financial Accounting I	3
ENTR1101 - Entrepreneurship I: Finding Your Opportunity	3

3 credits in one or more of the following:

BUS2206 - Principles of Marketing 3
BUS2250 - Sport Marketing 3
DMKT2200 - Introduction to Digital Marketing 3

1st Spring Term (9 credits)

Courses

Course	Crds
ENTR1201 - Entrepreneurship II: Starting Your Business	3

6 credits in one or more of the following:

BUS1100 - Business Computers 3
BUS1141 - Introduction to Business 3
BUS2150 - Legal Environment of Business 3
DMKT2210 - Social Media Marketing 3
HRES1122 - Human Resource Management 3

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