



Entrepreneurship

Associate in Applied Arts and Sciences (AAAS) or
 Certificate of Proficiency (CP)
 Planning Guide 2012–2013

Revised 5/11/12

Program Information	Program Description
<p>Length of Program: 45-93 Credits Completion Award: A.A.A.S. Degree or Certificate of Proficiency Enrollment: Fall, Winter, Spring Approximate Quarterly Costs: \$25-\$85 <i>(in addition to tuition, books and parking)</i> Website: www.shoreline.edu/genbusad.aspx</p> <p>Program Advisors:</p> <p>David Starr 206-546-4725 dstarr@shoreline.edu Rm 1405</p> <p>Laura Portolese Dias 206-546-4688 lportole@shoreline.edu Rm 1406</p> <p>Stephen McCloskey 206-546-5871 smccloskey@shoreline.edu Rm 1404</p>	<p>The Associate in Applied Arts and Sciences degree and certificates are designed to provide students with the knowledge and skills in specific career fields to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.</p> <p style="text-align: right;">EPC 254 & 2543</p>

Entrepreneurship—What is it?

Entrepreneurship requires leadership and vision to develop new businesses or revitalize existing businesses. The Entrepreneurship program at Shoreline provides an overview of business management theory, standard operating procedures, financial planning and business development techniques—along with strategies for effective management of employees. The core curriculum provides a strong foundation of general business principles to include accounting, marketing and sales, business plan development and legal issues—keys to entrepreneurial success.

Program Outcomes:

Students who successfully complete this program should be able to:

1. Understand the nature of business operations, business finance, legal issues and decision-making.
2. Understand the principles of managing business products, marketing and sales.
3. Apply theories of motivation and management to foster a productive work environment.
4. Demonstrate effective leadership and supervision skills.
5. Apply business mathematics in order to analyze data and solve business problems.
6. Communicate effectively—both verbally and in writing—within multicultural settings.

Career Opportunities—What can I do with a Degree or Certificate in Entrepreneurship?

Graduates of the program develop knowledge and skills in entrepreneurship to work in a variety of business settings, including starting one’s own business. Virtually every industry employs people with entrepreneurial skills, such as the retail, wholesale and service industries. Salaries vary greatly depending upon the position, level of responsibility, previous experience or type of business the graduate starts.

Potential employers include: Self-Employment, Small Businesses, Corporations, Government Agencies and Private Industries. For more, please visit career information and resources at www.shoreline.edu/acc/CareerCounseling.aspx

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PROGRAM PREREQUISITES: Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications; and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE—93 Credits

GENERAL EDUCATION CORE REQUIREMENTS 18 Credits			
Course	QTR	GR	CR
BUSTC 215 Professional Communications			5
BUS103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning : BUS102 Business Mathematics			5
BUS 104 Human Relations			5

ENTREPRENEURSHIP CORE REQUIREMENTS 75 Credits			
	QTR	GR	CR
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS120 Principles of Marketing			5
BUS135 Retail Marketing*	WIN		5
BUS& 201 Business Law			5
BUS 215 Intro to International Business			5
BUS 220 Advertising & Sales*	SPR		5
BUS 235 Retail Buying and Mgt*	SPR		5
BUS 240 e-Business*	FALL		5
BUS 250 Essentials of Supervision*	SPR		5
BUS 270 Entrepreneurship			5
BUSTC 105 Computer Applications			5
BUS 180 Project Mgmt *	FALL		5
ECON 100 Economic Principles			5

Required Course	Approved Substitution
ACCT& 201 Principles of Accounting I	ACCT 101 Practical Accounting I
ACCT& 203 Principles of Accounting III	ACCT 103 Practical Accounting III
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course ¹
BUS 240 e-Business	BUS207 Sustainable Bus
BUSTC 215 Prof. Communications	ENGL& 101 English Composition I
CIS 105 Computer Applications	CIS 106 Introduction to Information Technology
ECON 100 Economic Principles	ECON& 201 Micro Economics

¹ Approved Multicultural Understanding Courses: CMST 203, GWS 284, HIST 245, MCS 105

CERTIFICATE OF PROFICIENCY—45 Credits

GENERAL EDUCATION CORE REQUIREMENTS 10 Credits			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

CORE REQUIREMENTS 35 Credits			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 207 Intro to Sustainable Business*	FALL		5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 235 Retail Buying and Mgt.*	SPR		5
BUS 270 Entrepreneurship			5

* Course is offered once a year during the quarter listed.

RECOMMENDATIONS:

APPROVAL TO GRADUATE

_____ <i>Faculty Advisor</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credentials Approval</i>	_____ <i>Date</i>
	6/2/11

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

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Sample Schedule for A.A.A.S. Degree

1 st Year	2nd Year
Fall Quarter BUS& 101 Intro to Business 5 BUS 120 Principles of Marketing 5 BUS 240 e-Business* 5 Winter Quarter BUS 102 Business Mathematics 5 BUS 104 Human Relations 5 BUS 135 Retail Marketing* 5 Spring Quarter BUS 250 Essential of Supervision* 5 BUS 220 Advertising & Sales* 5 BUS 235 Retail Buying and Mgt.* 5	Fall Quarter ACCT& 201 Prin of Accounting I 5 CIS 105 Computer Applications 5 CIS 180 Project Management* 5 Winter Quarter ACCT& 203 Prin of Accounting III 5 BUS& 201 Business Law 5 BUS 215 Intro to International Bus 5 Spring Quarter BUS 103 Multiculturalism in the Workplace 3 BUS 270 Entrepreneurship 5 BUSTC 215 Prof Communications 5 ECON 100 Economic Principles 5
<i>* Only offered once per year, during the quarter listed.</i>	

ADDITIONAL INFORMATION

Professional Organizations

Job Search Information

<http://www.workforceexplorer.com/>