



Entrepreneurship

Certificate of Completion (CC)

Planning Guide 2012–2013

Revised 4/25/12

Program Information

Length of Program: 30 Credits
Completion Award: Certificate of Completion
Enrollment: Fall, Winter, Spring
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)
Website: www.shoreline.edu/genbusad.aspx

Program Advisors:

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Program Description

Shoreline Community College offers a short-term program in leading to a Certificate of Completion (CC) in Entrepreneurship. Students interested in advanced knowledge and skills are encouraged to enroll in a longer course of study to complete a Certificate of Proficiency (CP) or an Associate in Applied Arts and Sciences (AAAS) degree in Entrepreneurship. Students pursuing a four-year baccalaureate degree in Business should follow the Business Associate in Arts (AA-DTA) direct transfer degree planning guide.

EPC 2544

Entrepreneurship—What is it?

Entrepreneurs often search for new and innovative business ideas to start new businesses or revitalize existing businesses. The Entrepreneurship certificate program provides a broad background in entrepreneurial activities, strategies and skills with a strong foundation of general business principles to include marketing, advertising and sales, professional communications, business planning, retail buying and management. For advanced study, consider additional certificates, an Associate in Applied Arts and Science (AAAS) degree in Entrepreneurship or transfer to a university.

Program Outcomes:

Students who successfully complete this program should be able to:

1. Identify and evaluate entrepreneurial business opportunities and strategies to promote business success.
2. Write an effective business plan and identify opportunities to initiate plans.
3. Acquire basic business skills in marketing, math, buying, human relations, advertising and sales.

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

Graduates with entrepreneurial knowledge and skills may find opportunities to own and operate their own business or work for existing companies who would like to renew or revitalize a current business. Salaries vary depending upon position, level of responsibility and previous experience.

Potential employers include: Self-Employment, Venture Capital Investment Companies, Small Business and Corporations. 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.

CERTIFICATE OF COMPLETION—30 Credits

PROGRAM REQUIREMENTS			
Core Business Requirements	QTR	GR	CR
BUS& 101 Intro to Business			5
BUS 102 Business Mathematics			5
BUS 120 Principles of Marketing			5
Entrepreneurship Requirements			
BUS 135 Retail Marketing*	WIN		5
BUS 235 Retail Buying and Mgmt.*	SPR		5
BUS 270 Entrepreneurship			5

* Courses marked with an asterisk are offered during the quarter listed.

Course Substitutions:	
Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH& 107 Math in Society

RECOMMENDATIONS:

Job Search Information

www.workforceexplorer.com

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.

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.