

# ENTREPRENEURSHIP AND SMALL BUSINESS—BASIC

## CERTIFICATE OF PROFICIENCY

CAREER/TECHNICAL (MAJOR CODE: A2442)

Designed for both the prospective and the current owner/manager of a small business. Emphasizes basic concepts in bookkeeping, law, and operations management for a small business, as well as the advertising and selling of products and services.

### Program Student Learning Outcome Statement:

- Describe and summarize entrepreneur business solutions to solve and determine current and future small business opportunities.

BUS 143	eStrategic Business Planning	2
BUS 148	Developing and Starting a New Business	3
BUS 149	Entrepreneurship Operating and Managing a Small Business	3
CIS/LIB 151	Research Using the Internet	1
CL 120	Computer Literacy (1) OR	1–4
CIS 101	Introduction to Computers and Information Processing (4)	
LDR 152	Business Innovation and Creativity	1
LEGL 272	Business Organizations	2
<b>Total units</b>		<b>13–16</b>

# ! ENTREPRENEURSHIP AND SMALL BUSINESS—INTERMEDIATE

## CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 01155)


Designed for both prospective and current owners or managers of a small business. Emphasizes further development of skills learned in the basic program to enhance the concepts of bookkeeping, law, small business operations management, and the promotion and sale of products and/or services.

### Program Student Learning Outcome Statement:

- Describe and summarize entrepreneur business solutions in creating a small business opportunity.

### GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.  

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: [www.swccd.edu/gainfulemployment](http://www.swccd.edu/gainfulemployment)

ACCT 7	Basic Business Bookkeeping OR	3
ACCT 12	Computerized Accounting	
BUS 120	Introduction to Business OR	3
BUS 134	eBusiness I: Principles of Electronic Commerce	
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 144	Advertising and Promotional Strategy (1) OR	1–3
BUS 147	Successful Selling Techniques (1) OR	
BUS 174	Introduction to Marketing and Social Media Practices	3
BUS 145	Financial Management for Small Business	1
BUS 211	Communication in Business and Industry OR	3
BUS 212	Business Communication	
BUS 290–293	Work Experience in Business I–IV (2–4) Plus the required courses for the Entrepreneurship and Small Business—Basic certificate	2 13–16
<b>Total units</b>		<b>30–35</b>

Note: It is recommended that students complete the Entrepreneurship and Small Business—Basic certificate plus half of the courses required for the Entrepreneurship and Small Business—Intermediate certificate prior to enrolling in BUS 290–293.

# FINANCIAL AND INVESTMENT SERVICES SPECIALTY

## CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: B2027)

Designed to provide students with a basic understanding of financial services and investments which is required for a wide variety of positions in the financial services industry. Covers banking services, including loans, deposit accounts, lines of credit, sales or inventory financing, certificates of deposit, cash management, and mutual funds as well as investment principles, including markets, stock and bonds, investment funds, and insurance investments.

### Program Student Learning Outcome Statement:

- Demonstrate the ability to present and explain the important risk versus reward characteristics of the major investment asset types.

BUS 121	Financial Planning and Money Management	3
BUS 123	Introduction to Investments	3
BUS 145	Financial Management for Small Business	1
BUS 183	Business Mathematics	3
Plus the required courses for the Management—Basic Certificate		10
<b>Total units</b>		<b>20</b>

## MANAGEMENT—BASIC

### CERTIFICATE OF PROFICIENCY

#### CAREER/TECHNICAL (MAJOR CODE: 01152)

Designed to provide students with the basic concepts and practices of business management: including an introductory class which provides a broad understanding of key components to the study of business and additional course work on marketing, finance, entrepreneurship, supervision, leadership, human relations, motivation, international business, accounting, and ethics.

BUS 120	Introduction to Business	3
BUS 142	Business Ethics-- Corporate Personal	1
BUS 152	Human Relations in Organizations	3
BUS 150	Principles of Management	3
<b>Total units</b>		<b>10</b>

## MANAGEMENT SPECIALTY

### CERTIFICATE OF ACHIEVEMENT

#### CAREER/TECHNICAL (MAJOR CODE: A1153)

Designed to provide students with continued study in key concepts and practices of business management, including marketing, leadership, entrepreneurship, supervision, banking, small business, merchandising, international trade, accounting, and information systems.

#### Program Student Learning Outcome Statement:

- Summarize measures that can be taken by individuals and organizations to correct organizational problems.

#### GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that "prepares students for gainful employment in a recognized occupation.

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

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BUS 129	Multimedia Presentations--PowerPoint	1
BUS 151	Principles of Operations Management	3
BUS 239	Project Management	3
LDR 150	Leadership and Supervision	3
Plus the required courses for the Business Management—Basic certificate		10

**Total units** **20**

Note: It is recommended that students complete the Management—Basic certificate program plus half of the courses required for the Management—Intermediate certificate program prior to enrolling in BUS 290–293.

## ENTREPRENEURSHIP EDUCATION

### CAREER/TECHNICAL

#### COMMON CORE COURSES

Prepares students with the understanding of entrepreneurship and small business management which includes developing, planning, organizing, and operating. Provides students interested in self-employment and those working within small firms with the knowledge and skills to foster small business. Entrepreneurship training contributes to the student's financial independence, career success, and the world's economy. Linking entrepreneurship education with program specific areas, prepares students from a wide spectrum of disciplines with the practical tools to build and maintain small businesses or to work successfully within a small business.

#### COMMON CORE

BUS 143	eStrategic Business Planning	2
BUS 145	Financial Management for Small Business	1
BUS 148	Developing and Starting a New Business	3
BUS 149	Entrepreneurship Operating and Managing a Small Business	3

**Total units** **9**

#### PLUS COMPLETION OF ONE OF THE FOLLOWING CERTIFICATES OF EMPHASIS:

- Automotive Technology
- Event and Convention Planning
- Landscape Construction
- Recording Arts
- Web Designer