



**QUINSIGAMOND**  
Community College

# **Entrepreneurship and Small Business Management Certificate – Program Proposal, Narrative, & Grid**

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**2012-2013**  
**QUINSIGAMOND COMMUNITY COLLEGE**  
**COURSE REVISION PROPOSAL**

Type of Revision: <input checked="" type="checkbox"/> Description <input type="checkbox"/> Prerequisite <input type="checkbox"/> Corequisite <input type="checkbox"/> Number <input checked="" type="checkbox"/> Name <input type="checkbox"/> #credits <input type="checkbox"/> Elective Type <input type="checkbox"/> other (explain)	
Course Discipline or Department: Management	Division: Business and Technology
Current Course Number: MGT 216	
Current Course Name: Entrepreneurship	
Current Course Description (as it appears in the college catalog):  <b>MGT 216 Entrepreneurship 3 credits</b> This course examines entrepreneurship — the ability to organize, manage, own, and assume the risk of a business venture. Students gain an understanding of the role of the entrepreneur, learn how to develop a business plan, and become familiar with business and management functions as they relate to the operations of a business. The areas of finance, marketing, law, tax, insurance, and credit are examined. In addition, students learn the competitive, economic, and personnel considerations necessary to organizing and owning a business. <b>Prerequisite: ENG 100 or appropriate placement score. F/S/SU</b>	
Proposed Description (include all proposed changes): <b>MGT 216 Entrepreneurship and Small Business Management 3 credits</b> This course examines the leadership and management skills needed to succeed in starting, managing and growing a small business. Students learn about the challenges of being an entrepreneur/small business owner, examining the advantages and disadvantages, the risks and rewards. Students develop an understanding of business ethics, strategic planning, small business marketing concepts, stakeholder relationship management, basic accounting principles, and administrative processes. Topics studied include the various types of small business ownership, from start ups and franchises, to buying an existing business or taking over a family owned operation. Other topics include how to research and write a business plan and identifying sources of financing. <b>Prerequisite: ENG 100 or appropriate placement score. F/S/SU</b>	
Rationale for the change: This course name and description more accurately reflect the course content and the addition of “Small Business Management” to the name of the Certificate.	
Provide a description of any change in course content. The course content will not change. Virtually all entrepreneurship textbooks assume that the entrepreneur will continue to operate and manage the business and have content on doing so. The authors also assume that many entrepreneurs will buy existing businesses and discuss the merits and pitfalls of various forms of small business ownership.	
Does the course revision affect another department? Please confer with the coordinator of the affected department. Affected department(s) <u>  N/A  </u>	
If this change affects a program grid, please submit a current and proposed program grid for each program affected	
Please submit a syllabus to your dean with all of the revisions included.	

## DEGREE PROGRAM OR CERTIFICATE REVISION PROPOSAL

<b>Program:</b> <b>Entrepreneurship Certificate</b>
<b>Division:</b> <b>Business and Technology</b>
<b>Degree type:</b> <b>Certificate</b>
Provide a detailed list of the proposed changes to the program. <b>Change the program name from "Entrepreneurship" to "Entrepreneurship and Small Business Management."</b>
<b>Attachments:</b> X Current program grid X Proposed program grid
Submit separate proposals for any new courses or revised courses in the program. <b>See MGT 216 Entrepreneurship course revision form</b>
Provide a rationale for the proposed changes. <b>"Entrepreneurship" is not eligible for Federal financial aid according to the DOE. By including "Small Business Management" it should qualify.</b>
Do any of the proposed changes affect the program goals, the program student learning outcomes, or the course mapping of the General Education Learning Outcomes? If so please provide the revisions. <b>MGT 216, Entrepreneurship will also change to Entrepreneurship and Small Business Management. The course description will reflect the inclusion of managing and growing a small business.</b>
Do any of the proposed changes affect another department? Examples include the deletion or addition of program courses that are offered by other departments. Please confer with the coordinators of affected departments. <b>No</b> Department(s) Affected:
Do any of the proposed changes affect articulation agreements? Consult with the Transfer Coordinator. <b>No</b>
For an associate degree program, are there any changes in the number of general education credits that could affect MassTransfer? <b>No</b>  If yes please provide a rationale.
Will any of the following be required: Additional staff <u>no</u> Additional space <u>no</u> Additional equipment <u>no</u> Provide a rationale for any needs indicated and include approximate cost of equipment.

## ENTREPRENEURSHIP CERTIFICATE (Program Code: EN) – CURRENT

Course Title	Course #	Offered	Plan to Take	Grade	Credits	Prerequisites
<b>Semester 1</b>						
Entrepreneurship	MGT 216	F/S			3	ENG 100 or approp place score
Introduction to Microcomputer Applications	CIS 111	F/S/SU			3	ENG 100 or approp place score, MAT 090 or approp place score
Financial Accounting I	ACC 101	F/S/SU			3	MAT 090 or approp place score
Personal Financial Planning	FIN 111	F/S/SU			3	ENG 100 or approp place score
English Composition & Literature I	ENG 101	F/S/SU			3	ACC 101
<b>Semester 2</b>						
Small Business Finance	FIN 216	S			3	ACC 101
Computerized Accounting	ACC 231	S			3	ACC 101
Microeconomics*	ECO 216	F/S/SU			3	ENG 100 or approp place score
Principles of Marketing	MRK 201	F/S/SU			3	ENG 100 or approp place score
<b>Total credits required</b>					<b>27</b>	

**Program Notes:**

- Students should note that many required courses have ENG and/or MAT prerequisites.

## ENTREPRENEURSHIP and SMALL BUSINESS MANAGEMENT CERTIFICATE (Program Code: EN) – PROPOSED

Course Title	Course #	Offered	Plan to Take	Grade	Credits	Prerequisites
<b>Semester 1</b>						
Entrepreneurship and Small Business Management	MGT 216	F/S/SU			3	ENG 100 or approp place score
Introduction to Microcomputer Applications	CIS 111	F/S/SU			3	ENG 100 or approp place score, MAT 090 or approp place score
Financial Accounting I	ACC 101	F/S/SU			3	MAT 090 or approp place score
Personal Financial Planning	FIN 111	F/S/SU			3	ENG 100 or approp place score
English Composition & Literature I	ENG 101	F/S/SU			3	ACC 101
<b>Semester 2</b>						
Small Business Finance	FIN 216	S			3	ACC 101
Computerized Accounting	ACC 231	S			3	ACC 101
Microeconomics*	ECO 216	F/S/SU			3	ENG 100 or approp place score
Principles of Marketing	MRK 201	F/S/SU			3	ENG 100 or approp place score
<b>Total credits required</b>					<b>27</b>	

**Program Notes:**

- Students should note that many required courses have ENG and/or MAT prerequisites.

## ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT CERTIFICATE

### Program Goals

The Entrepreneurship and Small Business Management Certificate focuses on the skills and knowledge needed to create or manage a small business.

### Student Learning Outcomes

Upon completion of the program graduates will be able to:

- Understand the actions taken to acquire and retain customers; produce goods and services; and measure/track financial performance.
- Understand the leadership skills and personal characteristics needed to succeed in starting and managing a small business.
- Research, develop and implement a business plan.
- Analyze financial statements to determine strengths or weaknesses of an existing business.
- Understand the basic principles of small business marketing.
- Demonstrate proficiency in computer applications.
- Communicate effectively using written, oral and nonverbal techniques, including the use of appropriate technology in the gathering and presentation of information.

### Admissions Process

Admissions inquiries should be directed to [admissions@qcc.mass.edu](mailto:admissions@qcc.mass.edu). Prospective students may apply to the program of their choice by following the enrollment steps at the following link: [http://www.qcc.edu/pages/Enrollment\\_Steps.html](http://www.qcc.edu/pages/Enrollment_Steps.html).

### Admissions Requirements

High School Diploma or GED/High School Equivalency

Students should note that some required courses carry minimum prerequisites. Refer to the program grid.

### CORI, SORI, Finger Printing & Drug Testing

A Criminal Offenders Record Information (CORI) and Sexual Offenders Record Information (SORI) are not required. Finger printing and drug testing are not required.

### Additional Cost

See page 30 for program fees for this program. (Note: Not all programs have program fees).

### Location

This program may be completed at the QCC Worcester campus.

This program may be completed face-to-face.

This program can be completed 50% or more online.

### Technical Performance Standards

See page 17 for technical standards for this program. (Note: Not all programs have technical performance standards).

### Credit for Prior Learning

Students enrolled in this program may be able to earn academic credit for prior learning. Please contact the office of Career Placement Services at [careerservices@qcc.mass.edu](mailto:careerservices@qcc.mass.edu), 508.854.4439, Room 272 A.

### Career Outlook

Please consult The Massachusetts Career Information System at <http://masscis.intocareers.com/> or The Occupational Outlook Handbook at <http://www.bls.gov/oco/> for specific occupational information. The CIP code for this program is 52.0703.

### Transfer Articulations & Opportunities

Prospective students may learn more about transfer articulation agreements at the following link: <http://www.qcc.mass.edu/transfer/ArticPathways.html>. More information regarding transfer opportunities is available at: <http://www.qcc.mass.edu/transfer>.

**Program Contact:** [BusinessAdmin@qcc.mass.edu](mailto:BusinessAdmin@qcc.mass.edu)

**Additional Program Information:** For the most up to date information, go to the program website at [www.QCC.edu](http://www.QCC.edu).

# ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT CERTIFICATE (Program Code: ENS)

Course Title	Course #	Offered	Plan to Take	Grade	Credits	Prerequisites
<b>Semester 1</b>						
Entrepreneurship and Small Business Management	MGT 216	F/S/SU			3	ENG 100 or approp place score
Introduction to Microcomputer Applications	CIS 111	F/S/SU			3	
Financial Accounting I	ACC 101	F/S/SU			3	ENG 100 or approp place score, MAT 090
Personal Financial Planning	FIN 111	F/S/SU			3	MAT 090 or approp place score
English Composition & Literature I	ENG 101	F/S/SU			3	ENG 100 or approp place score
<b>Semester 2</b>						
Small Business Finance	FIN 216	S			3	ACC 101
Computerized Accounting	ACC 231	S			3	ACC 101
Microeconomics*	ECO 216	F/S/SU			3	ENG 100 or approp place score
Principles of Marketing	MRK 201	F/S/SU			3	ENG 100 or approp place score
<b>Total Credits Required</b>					<b>27</b>	