
Entrepreneurship and Small Business Management Certificate

Course Descriptions

MGT 216 Entrepreneurship

Credits: 3

Prerequisites: ENG 100 or appropriate Placement score

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.

CIS 111 Intro to Microcomputer Applications

CREDITS: 3

This course focuses on basic working knowledge and hands-on experiences in word processing, spreadsheet processing, database processing, and presentation software. Students acquire an overview of computer concepts, the most common business office operating systems, the Internet, and the World Wide Web.

ACC 101 Financial Accounting I

Credits: 3

Prerequisites: ENG 100 or appropriate Placement score, MAT 090

This course focuses on the relationships between business activities and events and the impact they have on financial statements from a prepare/user-of-accounting perspective. Students study financial transactions for both service and merchandising businesses and relate the transactions to a company's assets, liabilities, owners' equity, revenues, expenses, and cash flow. Areas of study include the basic accounting model, the process of the accounting cycle, accounting principles and terminology, financial statement analysis, and computerized accounting applications.

FIN 111 Personal Financial Planning

Credits: 3

Prerequisites: MAT 090 or appropriate Placement score

This course examines the tools, terminology, and applications necessary to successfully manage financial matters in our daily lives. Topics include the personal financial planning process, career strategies, money management, personal taxation, financial institution services, and consumer credit. Evaluation techniques related to housing, transportation, insurance, investments, real estate, and retirement planning are also covered.

ENG 101 English Comp & Lit I**Credits:** 3**Prerequisites:** ENG 100 or appropriate Placement score

This course focuses on how to develop essential writing skills including organization, correctness, and support of ideas. A research project is required to produce a documented essay that integrates materials from Internet and traditional sources according to standard disciplinary format. Students develop and sharpen the interpretive and analytical skills necessary to evaluate the soundness and appropriateness of sources for their work.

FIN 216 Small Business Finance**Credits:** 3**Prerequisites:** ACC 101

The course emphasizes a practical approach to small business finance that allows students to master the basic elements of financial management. Topics include principles of entrepreneurial finance, preparing pro-forma financial forecasts, measuring and evaluating financial performance, business financial planning, as well as financing options available to small business owners. This course is intended for individuals interested in starting a small business.

ACC 231 Computerized Accounting**Credits:** 3**Prerequisites:** ACC 101

This course focuses on understanding accounting through a mastery of general ledger software applications. Students set up and maintain a computerized accounting records system by recording the transactions necessary to operate a service and merchandising business. The course covers the areas of cash, accounts receivable, accounts payable, and payroll transactions. Students learn how to create these transactions on a computer and how to understand and interpret the resulting financial reports.

ECO 216 Principles of Microeconomics**Credits:** 3**Prerequisites:** ENG 100 or appropriate Placement score

The course examines particular aspects of an economy and covers the traditional microeconomic elements of an introductory economics program. Students study pricing, input/output costs, resource allocation, farm policy, income distribution, and environmental issues. Students gain an understanding of various market structures as they relate to the national economy.

MRK 201 Principles of Marketing**Credits:** 3 **Prerequisites:** ENG 100 or appropriate Placement score

This course presents an overview of marketing management in modern organizations including an introduction to the concept of marketing, the role of marketing in society and the firm, marketing terms, and the various factors that influence marketing decision-making. Students learn how to apply those factors to analyze customers, competition, marketing strengths, and marketing weaknesses. Students study market research and selection, consumer buying behavior, and product development including pricing, promotion, distribution, and global marketing strategies.
