## **Entrepreneurship Business Start-up Program Course Description\***



#### Capstone: Entrepreneurship

3 Credits

An overview of the skill areas and business principles needed to start and operate a small business. Includes developing a business plan, identifying sources of capital formation, managing growth, and marketing issues related to new ventures.

Prerequisite(s): None

#### **Psychology of Selling**

3 Credits

Development of selling techniques which are used by many of the world's best companies and explanation of why they work. Includes the psychological reasons that prevent a prospect from purchasing a product or service and the techniques to motivate a prospect to buy.

Prerequisite(s): None

#### **Advertising**

3 Credits

Exposure to the history and fundamentals of advertising; in-depth exploration of advertising media, budget plans, ad campaign designs, and in-house promotion designs; and the production of actual radio, television, and print advertising.

Prerequisite(s): None

#### **Accounting Procedures**

4 Credits

Basic double-entry accounting. Emphasis on analyzing, journalizing, and posting transactions; trial balance, worksheet, financial statements, and adjusting/closing procedures, accounting systems, and cash control.

Prerequisite(s): None



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### **Entrepreneurship Business Start-up**

**Certificate of Technical Studies** 

Course Iumber	Course Title	Credits	Semester Completed	Transfer or Waive	Grade
	Capstone: Entrepreneurship	3			
	Psychology of Selling	3			
	Advertising	3			
	Accounting Procedures I	4			
	Total Credits	13			
Progi	ram Requirements: 13 Minimum Credits				
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Progr	ram Requirements: 13 Minimum Credits				

**Student Signature** 

Date

**Advisor Signature** 

Date