

ENTREPRENEURSHIP PROGRAM OVERVIEW



PROGRAM NAME

Entrepreneurship Business Start-up

DEVELOPING COLLEGE

Missoula College University of Montana

CREDENTIAL/TOTAL CREDIT HOURS

Entrepreneurship CTS will be awarded after the completion four courses totaling 13 credit hours.

OVERVIEW AND PURPOSE

The entrepreneurship certificate provides students with the tools and resources necessary to successfully start a business venture. Areas of study will include accounting, sales strategy, advertising and marketing issues. The certificate is designed for students who want short term training to help them start a business or advance in a current sales/marketing position. This certificate can serve as an important add-on for students in other programs such as CDL, welding, diesel technology, machining or anyone interested in starting or advancing their own business. Additionally, this training combines technical sales and promotional coursework as a foundation for people seeking middle to advanced positions in the sales and marketing field. Existing business owners who need to jump start their marketing would benefit from the courses in the Entrepreneurship certificate.

CURRICULUM

Core Courses

- Capstone: Entrepreneurship
- Psychology of Selling
- Advertising
- Accounting Procedures I

DELIVERY MODELS

All required courses for the Entrepreneurship CTS are available online and face-to-face.

ENTRANCE REQUIREMENTS

No entrance requirement for program and no pre-requisites for any of the core courses.

Curriculum Development

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COMPLETION REQUIREMENTS

Students must earn a grade of “C-” or better in all required courses and have a Cumulative GPA of 2.0 or higher.

RANGE OF OCCUPATIONS

- Business, sales, and marketing

PROGRAM-LEVEL LEARNING OUTCOMES

1. Develop a business plan
2. Find financing
3. Manage growth
4. Market their products
5. Customer service
6. Write budgets
7. Establish an LLC or other corporation
8. Apply for a business license

COURSE-LEVEL LEARNING OUTCOMES: CORE COURSES

Capstone: Entrepreneurship

1. Demonstration of the main aspects required to minimize the risks in starting a new business venture.
2. Demonstration of an understanding of credit analysis and credit reporting agencies.
3. Identification of legal issues involving business law and specific concerns of the business.
4. Development of insurance policy requirements.
5. Research on sources of capital.
6. Development of site selection analysis.
7. Development and implementation of market research to determine market opportunities.
8. Presentation of business concepts, entry barriers, and profit potential
9. Understanding of the components of a comprehensive business plan.

Psychology of Selling

1. Understanding of the relating process and techniques to overcome buyer’s resistance.
2. Understanding of the psychological process involved in sales relationships
3. Demonstration of skills related to secure lifelong sales relationships
4. Creation of sales presentations that address known areas of consumer resistance.
5. Demonstration and application of techniques used in the counselor sales approach.
6. Demonstration of effective techniques for presenting the features and benefits of each product or service offer.
7. Presentation of sales styles based on interview of sales professionals



Curriculum Development
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Advertising

1. Understanding of the role of advertising and promotion from a business and historical perspective.
2. Understanding of the basics of target marketing and how to design long-term media partnerships.
3. Understanding of what to expect when you decide to grow your business through advertising.

Accounting Procedures I

1. Use of the double-entry system of accounting to journalize and post transactions for sole proprietorships.
2. Demonstrate ability to: take a trial balance; complete a worksheet; prepare an income statement, a statement of owner's equity, and a balance sheet; and take a post-closing trial balance.
3. Demonstrate ability to journalize and post adjusting and closing entries.
4. Use a general journal, special journals, general ledger, and subsidiary ledgers.
5. Demonstrate ability to journalize simple transactions for a sole proprietorship and prepare financial reports.
6. Understanding and application of the business entity, cost, and matching principles.
7. Description of internal controls to safeguard assets and enhance the accuracy and reliability of accounting records.
8. Preparation of journal entries for cash transactions and preparation of back reconciliation and related adjusting entries.
9. Description of the possible effects of a manager's unethical behavior and of accounting errors on the financial statements.