ENTREPRENEURSHIP

Certificate

Quincy College | Academic Division of Professional Programs

Program Description

The Entrepreneurship Certificate program helps students prepare for a career running a start-up business or working as an entrepreneurial change agent within an organization. Students will learn to recognize opportunities, identify business issues, and analyze actions to better position their organization. Throughout this program students will learn to assess the financial and strategic feasibility of start-up operations.

Program Outcomes

Upon successful completion of this program, students will be able to:

- Assess challenges entrepreneurs face in the start-up process.
- Identify effective customer service strategies to retain buyers.
- Implement strategic, operational, and financial planning in a small business setting.
- Evaluate environmental forces that influence a manager's decision-making process.
- Explain the role business ethics and social responsibility play in the success of new business ventures.
- Incorporate marketing strategies to build brand awareness.
- Create a start-up business plan

ADDITIOMAL INFORMATION

(*) Indicates course requires the completion of a prerequisite.

If you plan on starting a new business, it is strongly recommended to take MGT 235 as your elective.

In addition to the electives list, a course from the following areas may be used as the program elective: Business, Management, or Marketing.

Note: All classes are offered in the fall and the spring unless otherwise designated:
F=Class is only offered in the Fall
S=Class is only offered in the Spring

Course / Credit Information

Program Requirements 18 credits	Credits
ACC 101 Accounting I	3 credits
BUS 101 Fundamentals of Business	3 credits
BUS 202 Principles of Customer Service (F)	3 credits
MGT 230 Entrepreneurship & Small Business Management* (S)	3 credits
MKT 202 Principles of Marketing* (F)	3 credits
Program Elective (see below)	3 credits

Total credits required for graduation 18 credits

Program Elective	Credits
BUS 220 Business Ethics*	3 credits
ECO 201 Microeconomics	3 credits
MGT 203 Human Resource Management*	3 credits
MGT 235 Financing a Small Business* (F)	3 credits