



School of Continuing Education & Workforce Development

Short Term Certificate Programs

ENTREPRENEURSHIP CERTIFICATE

Program Overview: The Entrepreneurship Certificate helps individuals who are creating or building a new business, learn the essentials of business and venture initiation. Designed for entrepreneurs, small business owners, and professionals who have not formally studied business, this program emphasizes the application of classroom concepts to practical decision making in the workplace.

- ✓ **ENTREPRENEURSHIP! (Is it for you?):** Participants will address questions that every potential entrepreneur needs to answer before starting a business. Do you have the personality characteristics to pursue a business venture? Why do some businesses fail and how to combat those possibilities? How much capital do you need to start, and what types of loans are needed? Legal responsibilities, setting goals, and developing a business plan will also be presented.
 - ✓ **SMALL BUSINESS MANAGEMENT:** Participants will examine avenues of creating and maintaining a sustainable competitive advantage in starting and managing a small business. The guidelines include the writing of a business plan. The course will examine the importance of marketing, customer service, hiring the right people that over time will provide the competitive edge.
 - ✓ **FUNDAMENTALS OF ENTREPRENEURSHIP FINANCE:** Participants in this course will be introduced to financial topics critical for entrepreneurial decision-making. Topics include accounts receivable and payable, cash flow, investment opportunities, venture capital opportunities and how to grow a business.
 - ✓ **FUNDAMENTALS OF VISIONARY LEADERSHIP:** Participants in this course will learn the importance of teamwork, borderless management, and attempts to give employees freedom with responsibility. Focus will be on individual characteristics and factors that influence the ability to generate and implement new products, processes or ventures.
 - ✓ **FUNDAMENTALS OF INTERNATIONAL SMALL BUSINESS:** Participants in this course will learn the foundation for taking a company to global market. Export pricing strategies, legal requirements, licensing, transportation methods, overseas partnership contracts, foreign investment capabilities and international challenges will be introduced.
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