


Entrepreneurship Certificate

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DIVISION OF BUSINESS & PROFESSIONAL STUDIES

The Entrepreneurship Certificate provides the academic foundation and mentoring support in entrepreneurship to guide students as they develop and implement their business ideas and plans. It is primarily designed for new entrepreneurs, small business owners, students who want to enhance their business studies in entrepreneurship, and students who have a sound business idea that they want to transform into a new business venture.

Developing an effective business plan and launching a small business venture are essential components of the Certificate. The Certificate provides a foundation for completing the Associate Degree in Entrepreneurship.

Upon successful completion, the Certificate in Entrepreneurship is awarded.

Successful graduates of the Entrepreneurship Certificate Program will be able to:

1. Identify the requirements for planning, developing and launching a small business.
2. Outline knowledge of the business and legal foundations for a new business.
3. Identify professional behaviors and communication skills.
4. Develop an understanding of the multicultural business environment in which entrepreneurship is engaged.
5. Recommend the best strategies for entrepreneurship by using critical thinking and analysis, applying decision making resources, and demonstrating sound problem solving skills.
6. Plan, design and develop a business plan for launching a new business venture.

PROGRAM FOOTNOTES

Electives: BU 201- Global Business; BU 901-Business Internship;
CO 201-Fundamentals of Public Relations;
EC 202- Microeconomics; LA 221-Business Law;
MG 102-Small Business Management; MG 204-Human Resource Management;
MK 213- Principles of Sales; MK 220-Global Marketing Management
MK 215- Principles of Advertising; PS 241-Group Process;
PS 260-Psychology in Business and Industry; MN 140-Project Management.

For more information about the costs of this program and employment opportunities after completion, please visit our gainful employment page: <http://www.massbay.edu/gainfulemployment/>

COURSE	COURSE TITLE	CREDITS
AC 101	Financial Accounting I	4
MG 101	Principles of Management	3
MK 103	Principles of Marketing	3
MG 210	Entrepreneurship	3
AC 102	Financial Accounting II	4
MK 214	E-Commerce	3
OA 201	Business Communications	3
	Elective	3/4
	credits:	26/27
	Total Credits:	26/27