

Entrepreneurship and Small Business Management Proficiency Certificate

Description: The Entrepreneurship and Small Business Proficiency Certificate is a 16 credit-hour program for students who are interested in becoming entrepreneurs. Students will learn the basics of how to launch an entrepreneurial venture including planning, funding, accounting, marketing, and law for the entrepreneur.

Student Learning Outcomes:

Upon successful completion of the Entrepreneurship and Small Business Proficiency Certificate, the students will be able to:

- Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship.
- Develop a marketing plan for an entrepreneurial venture that includes digital and traditional marketing approaches.
- Apply key financial, accounting, licensing, and legal concepts to an entrepreneurial venture.
- Develop a feasibility study and a business plan.
- Apply knowledge of key legal concerns, potential liabilities, and laws to solving problems in real-life scenarios related to leasing and owning property, paying taxes, hiring, contracting, insurance options, and providing goods and services.

Program Entry Requirements: This certificate is open to interested students. New students are normally required to take the College's placement test at their time of entry. Students who are identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics course as part of the certificate.

Intended Audience: The Entrepreneurship and Small Business Proficiency Certificate is designed to attract students who are currently entrepreneurs or who aspire to be entrepreneurs.

Program of Study and Graduation Requirements: Successful completion of the program requires a "C" grade or better in each of the courses listed. In order to receive a "C" grade or better and thus demonstrate competency, students must complete assignments and exams as well as participate in class activities

Course Sequence:

Course Number and Name	Prerequisites	Credits
ENTR 110 - Fundamentals of Entrepreneurship		3 credits
ENTR 120 - Entrepreneurial Marketing		3 credits
ENTR 130 - Entrepreneurial Financial Intelligence		3 credits

Course Number and Name	Prerequisites	Credits
ENTR 140 - Business Plan Development for Entrepreneurs	ENTR 110	3 credits
ENTR 150: Law for the Entrepreneur		4 credits

Minimum Credits Needed to Graduate: 16

General Education Requirements: All general education requirements necessary for graduation are met through the courses in the program as indicated above. Students who wish to take courses that differ from the general education courses indicated above must complete a course substitution request form. To access the form, login to the [MyCCP portal](#), and in the **Student** tab, under **Electronic Forms**, click on the **Records and Registration Forms** link, then choose **Request For Course Substitution Of Graduation Requirement** link. A [more detailed explanation](#) of the College's general education requirements is also available.

For More Information, Contact: The Division of Business and Technology, Room B2-22, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8414; or the College Information Center (215) 751-8010.

Courses and Completion Sequence

The following courses and sequence of courses is designed for the optimal success and completion of the [Entrepreneurship and Small Business Proficiency Certificate](#) degree/certificate. Any alterations should be discussed with your academic advisor.

Course Number and Name	Credits	Advisory Notes
ENTR 110 - Fundamentals of Entrepreneurship	3 credits	Prerequisite for ENTR 140
ENTR 120 - Entrepreneurial Marketing	3 credits	
ENTR 130 - Entrepreneurial Financial Intelligence	3 credits	
ENTR 140 - Business Plan Development for Entrepreneurs	3 credits	
ENTR 150: Law for the Entrepreneur	4 credits	