



**Marketing and Retailing Credential:  
Entrepreneur Certificate C2512FE0**

This certificate program is designed to prepare students for self-employment through business ownership. Primary emphasis is placed on business planning and the skills necessary to be a successful entrepreneur. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Marketing and Retailing.

**Program Length:** 2 semesters

**Career Pathway Options:** Associate in Applied Science Degree in Marketing and Retailing (Higher entrance standards required)

**Program Sites:**

Lee Campus – Day and Evening Program, Distance Education Option

**Course Requirements for Entrepreneur Certificate**

Required Major Core Courses (17 SHC)

	C-L-SHC
*ACC 120 Prin. of Financial Acct	3-2-4
BUS 137 Principles of Management	3-0-3
BUS 280 REAL Small Business	4-0-4
CIS 110 Introduction to Computers	2-2-3
MKT 120 Principles of Marketing	3-0-3

\*Students may substitute ACC 115.

**Semester Curriculum for Entrepreneur Certificate**

1st Semester (Fall)	C-L-SHC
ACC 120 Prin. of Financial Acct	3-2-4
BUS 137 Principles of Management	3-0-3
BUS 280 REAL Small Business	4-0-4
	10-2-11
2nd Semester (Spring)	
CIS 110 Introduction to Computers	2-2-3
MKT 120 Principles of Marketing	3-0-3
	5-2-6
Total Semester Hours Credit:	17

**ACC 120 Principles of Financial Accounting** 3-2-4

This course introduces business decision-making using accounting information systems. Emphasis is placed on analyzing, summarizing, reporting, and interpreting financial information. Upon completion, students should be able to prepare financial statements, understand the role of financial information in decision-making and address ethical considerations. *This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective course requirement.*

**BUS 137 Principles of Management** 3-0-3

This course is designed to be an overview of the major functions of management. Emphasis is placed on planning, organizing, controlling, directing, and communicating. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.

**BUS 280 REAL Small Business** 4-0-4

This course introduces hands-on techniques and procedures for planning and opening a small business, including the personal qualities needed for entrepreneurship. Emphasis is placed on market research, finance, time management, and day-to-day activities of owning/operating a small business. Upon completion, students should be able to write and implement a viable business plan and seek funding.

**CIS 110 Introduction to Computers** 2-2-3

This course provides an introduction to computers and computing. Topics include the impact of computers on society, ethical issues, and hardware/software applications, including spreadsheets, databases, word processors, graphics, the Internet, and operating systems. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. *This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in natural sciences/mathematics.*

**MKT 120 Principles of Marketing** 3-0-3

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.