

ENTREPRENEURSHIP/SMALL BUSINESS MANAGEMENT, CERTIFICATE (252)

About Our Program

The Entrepreneurship/Small Business Management Certificate provides a well-rounded foundation in general management practices and principles. Courses cover those skills essential for starting, owning, and operating a small business, including sales and marketing techniques, labor and inventory controls, basic laws pertaining to both employees and customers, and personal management styles. Skill development will come in many forms such as traditional classroom, alternative delivery methods, and campus/community experiences.

This short-term certificate is designed for students looking to work and manage small businesses, as well as those starting and operating their own operation.

Nature of Work and Employment

Completers of the Entrepreneurship/Small Business Management Certificate will learn the essential skills needed to identify business opportunities and to establish and operate both new ventures and existing small businesses. In doing so, students will learn the skills and knowledge necessary to be a more valuable and motivated employee, manager, and owner.

The Entrepreneurship/Small Business Management Certificate is designed to be completed on its own or as a stackable certificate on the way to a 2-year AAS degree.

Requirements

Code	Title	Hours
Required Courses		
BUSN 124	Introduction to Small Business ¹	3
BUSN 125	Math of Business ¹	3
BUSN 223	Business Law I ¹	3

BUSN 246	Principles of Marketing ¹	3
BUSN 249	Principles of Management ¹	3
INFT or OFFT Electives		3
ACCT Electives		4
Select one of the following:		3
BUSN 141	Business Communications ¹	
ENGL 121	Rhetoric and Composition I ¹	
COMM 101	Technical Communications ¹	
Total Hours		25

¹ Course has a prerequisite. See course description.

Program Outcomes

Students who complete this program of study will:

- Apply leadership and management skills, including labor management, inventory controls, sales and marketing principles, and legal compliance.
- Design and execute a comprehensive business plan to start a small business.
- Develop a small business marketing plan by using appropriate marketing strategies.
- Compile and maintain accurate financial information for recordkeeping and in making informed business decisions.
- Communicate effectively using written, oral and digital communication channels for all business settings.
- Demonstrate knowledge of the digital technology tools used to support business operations.

Program Contacts

Call Highland at 815-235-6121 for the following program contacts:

- Dr. Matt Magee, Dean of Agriculture, Business & Technology
- Evan Talbert, Business Faculty
- Wes Bertram, Student Advisor