

# Entrepreneurship Certificate Program

Becoming a successful entrepreneur has everything to do with knowing who you are, finding your niche, studying the market you want to impact, identifying the need and, filling that need better than anyone before or since. The Entrepreneurship Certificate will educate students on all of these elements through a combination of lectures, online videos, simulation experiences, and much more.

Type: Vocational

Program Length:

16 Weeks

## Program Outcomes

- Acquire a foundational understanding of entrepreneurship to understand its nature and scope.
- Develop personal traits/behaviors to foster successful entrepreneurial performance.
- Acquire knowledge of business ownership to establish and continue business operations.
- Develop branding strategies for business.
- Reinforce service orientation through communication.
- Identify the impact of small business/entrepreneurship on market economies.
- Analyze cost/profit relationships to guide business decision making.
- Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.
- Understand marketing's role and function in entrepreneurial undertakings.
- Acquire a foundational knowledge of promotion to understand its nature and scope.

| Item #                                      | Title          | Credit Hours |
|---------------------------------------------|----------------|--------------|
| Orientation                                 | Introduction   | 0            |
| The Idea Pt 1                               | Lesson 1       | 37.5         |
| The Idea Pt 2                               | Lesson 2       | 37.5         |
| Why a Domain?                               | Lesson 3       | 37.5         |
| To LLC or not to LLC? Pt 1                  | Lesson 4       | 37.5         |
| To LLC or not to LLC? Pt 2                  | Lesson 5       | 37.5         |
| Credit Insurance, Accounting oh My! Pt1-Pt3 | Lesson 6       | 37.5         |
| Credit Insurance, Accounting oh My! Pt2     | Lesson 7       | 37.5         |
| Credit Insurance, Accounting oh My! Pt3     | Lesson 8       | 37.5         |
| Copyrights Vs. Trademarks Pt1               | Lesson 9       | 37.5         |
| Copyrights Vs. Trademarks Pt2               | Lesson 10      | 37.5         |
| Do Handshake Contracts Still Exist? Pt1     | Lesson 11      | 37.5         |
| Partner, Employee, or Contract out? Pt1     | Lesson 12      | 37.5         |
| Partner, Employee, or Contract out? Pt 2    | Lesson 13      | 37.5         |
| How to Brand YOU Pt 1                       | Lesson 14      | 37.5         |
| How to Brand YOU Pt2                        | Lesson 15      | 37.5         |
| Marketing for the Entrepreneur              | Lesson 16      | 37.5         |
|                                             | Total credits: | 600          |