



# Marian Court College – ASSOCIATE DEGREE Entrepreneurship

**THE ENTREPRENEURSHIP** program is designed to open the mind of the student to the possibilities, challenges and rewards of owning a business. Students will acquire the tools and materials needed to launch and manage a small business successfully in the competitive and global environment of the twenty-first century. The resurgence of the entrepreneurial spirit is spearheading the most significant economic development in recent business history.

## CAREER OUTLOOK

Entrepreneurship and small businesses are the backbone of the economy in the United States. Every year, entrepreneurs in the U.S. launch more than 6 million businesses. There is great demand for individuals who have the skills and knowledge to initiate, manage, and grow these organizations. Students have the opportunity to:

- ▶ Transfer to a four-year college or university to pursue a baccalaureate degree in a related program of study. Marian Court College has a number of transfer agreements with public and private four-year colleges and universities.
- ▶ Choose entrepreneurship as a career by creating a business.
- ▶ Enter the job market in many entry-level positions in the area of management.

## PROGRAM OUTCOMES

In addition to general education outcomes, graduates of the program will:

- ▶ Be able to write, articulate, and present an effective business plan.
- ▶ Describe the different financing options and the advantages and disadvantages of each.
- ▶ Develop the skill-sets necessary to launch and operate a business venture.
- ▶ Describe the advantages and disadvantages of entrepreneurship and small business management.
- ▶ Identify the important strengths of small businesses that allow them to succeed and gain a competitive advantage.
- ▶ Identify and assess entrepreneurial opportunities.
- ▶ Master generally accepted accounting principles and concepts for both service and merchandising businesses.
- ▶ Apply standards of ethical behavior to business situations.
- ▶ Provide and present the completed contents of a marketing plan.
- ▶ Comprehend the role technology and its constant advances play throughout industry within the global economy.

## COURSE REQUIREMENTS

Core Requirements (30/32 credits)			Major Requirements		
CS100	Computer Concepts, Applications & Internet	3	AC150	Financial Accounting	3
EC210	Macroeconomics	3	BU103	Intro. to Business	3
EN009	Freshmen Seminar	1	BU115	Entrepreneurship & Small Business Mgmt.	3
EN110	English Composition I*	3/4	BU201	Principles of Management	3
EN120	English Composition II	3	BU211	Principles of Marketing	3
HI109	World History I or H!110 World History II	3	BU216	Business Ethics	3
HU110	Oral Communication & Presentation	3	BU235	Financing an Entrepreneurial Venture	3
PS101	General Psychology	3	LE212	Business Law	3
SO201	Introduction to Sociology	3		Entrepreneurship Elective	3
				Elective	3
			<b>Total Credits:</b>		<b>60/62</b>
	Math Elective	3			
	Science Elective	3/4			

Math Electives: MA110 Math for Business, MA130 College Algebra, MA160 Pre-Calculus

Science Electives: BI101 Biological Concepts, SC101 Health & Wellness, SC110 Anatomy & Physiology, SC120 Weather & Climate

\* Based on placement test scores students may be required to enroll in an additional obligatory credit hour of lab studies.