



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	AC130	Financial Accounting I	3
EC210	Macroeconomics	3	AC140	Financial Accounting II	3
EN009	Freshmen Seminar	1	BU103	Intro. to Business	3
EN110	English Composition I*	3/4	BU115	Entrepreneurship & Small Business Mgmt.	3
EN120	English Composition II	3	BU201	Principles of Management	3
HI109	World History I or H!110 World History II	3	BU211	Principles of Marketing	3
HU110	Oral Communication & Presentation	3	BU216	Business Ethics	3
PS101	General Psychology	3	BU235	Financing an Entrepreneurial Venture	3
SO201	Introduction to Sociology	3	LE212	Business Law	3
				Entrepreneurship Elective	3
			Total Credits:		60/62
	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.

** Based on placement test scores students may be required to take MA098 Elementary Algebra as a prerequisite. MA098 does not satisfy graduation requirements.