

ENTREPRENEURSHIP AND SMALL BUSINESS

Certificate of Achievement

Career/Technical (Major Code: A1155)

Prepares students for careers as entrepreneurs and small business owners. This can include careers within start-up operations, the purchase of existing businesses, entering a family business, obtaining a license for and running a franchise, owning and running a microbusiness or operating as successful side gig.

Program Student Learning Outcome

- Students will describe and summarize entrepreneur business solutions in creating a small business opportunity.

Gainful Employment

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment (<http://swccd.edu/gainfulemployment/>).

Code	Title	Units
Required Core ¹		
BUS 143	eSTRATEGIC BUSINESS PLANNING	2
BUS 147	SUCCESSFUL SELLING TECHNIQUES	2
BUS 148	DEVELOPING AND STARTING A NEW BUSINESS	3
BUS 149	ENTREPRENEURSHIP OPERATING AND MANAGING A SMALL BUSINESS	3
LDR 152	BUSINESS INNOVATION AND CREATIVITY	1
Total Units		11

¹ This Certificate of Achievement is “stackable.” With this certificate plus additional business courses and general education credits, students can earn an Associate in Science Degree in Business Management. Please see the Business Management section of the Southwestern College catalog or a Southwestern College counselor for more information.