

Entrepreneurial Essentials

12 unit certificate

This certificate is designed for those interested in starting their own business and exposes students to the basics of entrepreneurship, including design thinking, customer assessment, problem solving, financing, and leveraging resources. Students will be able to develop a business plan outlining the viability and sustainability of their idea.

Required Courses (to earn certificate)

ENP-50 Introduction to Entrepreneurship (3 units)
Course designed for those interested in starting their own business, either as their primary source of income or extra income, including individual contractors, freelancers, or consultants. Curriculum centers on how to identify a business opportunity, develop a business idea, create a business plan, and generate sustainable income to meet profit goals.

ENP-51 Entrepreneurship Basics (3 units)
This course will expose students to the basics of entrepreneurship, including design thinking, customer assessment, and problem solving. Additionally, students will focus on lean market strategies for testing product/service validity.

ENP-52 Starting a Business with Limited Resources (3 units)
Entrepreneurs start and grow businesses in home offices, garages, and even on public transportation using a laptop or a smartphone. This course will introduce students to bootstrapping (limited-resource startup concepts and strategies), social media strategies, and platforms, and tactics to launch their business and/or grow their reach.

ENP-53 Money, Finance, and Accounting for Entrepreneurs (3 units)
This course helps students with the challenges of financing their business and determining how much you need and how entrepreneurial finance works. Students will be introduced to budgeting, overhead expenses, and what is important to learn about bookkeeping, accounting, and numbers to know their business.

What type of interests might be a good fit for this career choice?

Enterprising

People who like to influence, persuade, lead and manage. Enjoys leadership positions and broad responsibilities.

