



Certificate

Entrepreneurship

Year One (Sample schedule)

Quarter One (Fall)

- ENT 208 Right Path to Business 1
- Business or Accounting Elective 5

Quarter Two (Winter)

- BUS 210 Business Plan Intensive 5
- MEDIA 275 Social Media Marketing 5

Quarter Three (Spring)

- BUS& 101 Introduction to Business..... 5
- BUS 205 Principles of Management..... 5

Total Credits Required 26

Specifics

Length of Program

Courses with prerequisites, and the placement level of the student, may extend the Length of Program listed on this page.

Which Quarter Can I begin?

The typical student schedule is based on entering the program during the fall quarter, however some programs allow students to enter in the winter or spring as well. Since not all do, please confirm with an advisor whether this program must be started during a specific quarter or not.

Details

Completion Award: Certificate
Length of Program: 3 Quarters
Program Code: ENRENC20

Program Coordinator (contact with questions)

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Apply online: <http://pencol.edu/GetStarted>

Notes



Certificate

Entrepreneurship

Program Description

The Entrepreneurship Certificate program prepares students for new venture planning, entrepreneurial start-up, social media marketing, and entrepreneurial finance. The program teaches students how to build a successful entrepreneurial venture from the ground up including analysis of an entrepreneurial mind set, market assessment, how to write a business plan, and innovative social media marketing strategies. This program is designed to allow students in Energy Technology and other innovation programs the opportunity to gain the knowledge and understanding of entrepreneurship.

Goals

- The program encourages students to develop a roadmap to successful entrepreneurship and business ventures.
- The program provides up to date curriculum that adapts to entrepreneurial trends.
- The Peninsula College Energy and Innovation Entrepreneurship Certificate is significantly more cost effective than most private and public schools.

Student Learning Outcomes

When this program is completed, the student will be able to:

- Write and present a business plan.
- Identify business start-up funding sources.
- Demonstrate an entrepreneurial mind-set and the skills required to be a successful entrepreneur.
- Analyze market trends and innovation for new opportunities.
- Work in teams to cultivate ideas into a working plan for an entrepreneurial venture.
- Apply critical thinking skills to entrepreneurial and new venture processes.
- Develop and market a business presence and webpage on the Internet.

Program Prerequisites

Prerequisite requirements must be fulfilled prior to enroll in some courses. Prerequisite requirements are listed together with course titles and descriptions of required program courses in the catalog. All core classes for this certificate are available either online or as a hybrid class. This certificate is designed for future entrepreneurs and Energy Technology students in conjunction with their degree or certificate.

Career Opportunities

Recent economic trends indicate a major increase in small business start-ups. Many successful entrepreneurs become employers. This program allows students in an energy or innovative program to add the entrepreneurship skills to their education to either start a small business or understand how to market an idea from start to finish.

Potential Positions and Earning

Small business owners perform a variety of tasks including business planning, sales, accounting, finance, and social media marketing. Earnings for small business owners vary.

For current employment and wage estimates, please visit and search for the relevant occupational term:

www.bls.gov/oes

Assessment

Students are required to place into the English and math/applied math courses required for the program. Learn more about placement options by visiting the Assessment and Placement website: <http://www.pencol.edu/placement-testing>

Approximate Additional Costs

Books, supplies and miscellaneous fees
(per quarter)..... \$200.00 - \$250.00