ENTREPRENEURSHIP

The Business Administration/Entrepreneurship Courses will equip students with the necessary entrepreneurial mindset and practical skills to succeed in the ever-changing business environment. Courses include a multi-disciplinary approach to aid students with entrepreneurship creation and inspire innovative ideas to support new and existing businesses. Students understanding of entrepreneurship fundamentals will positively influence their ability to raise funds, develop and present funding proposals, and understand how to start a business with limited financial resources.

Students completing the entrepreneurship certificate will have competencies, skills, and abilities to develop entrepreneurial businesses. Students will work with faculty to creatively develop business ideas to seek funding through pitch competitions to increase economic, financial, and job creation within the region, allowing students to work for themselves and then employ others within the community.

In addition, courses include Developing an Entrepreneurial Mindset; Starting a Business for Entrepreneurs with Limited Resources; Money, Finance, and Accounting for Entrepreneurs; Entrepreneurial Law, Business Model Canvas, and presentation for Entrepreneurs. All entrepreneurship courses will be offered online via the internet, allowing students to work with professors and peers asynchronously.

Faculty

Quarles, Brian

Transfer

For the most up-to-date information on these programs and others, visit the assist (https://assist.org/) website. Please stop by the Transfer Center in Building 23 or make an appointment with a counselor if you have questions.

Those students planning to transfer to CSUSB will have an opportunity to transfer a limited number of entrepreneurship courses to CSUSB.

Entrepreneurship Certificate of Achievement

State Control Number: 41760
Program Code: ENTR.CERT
Approved for Federal Financial Aid: Yes

The Entrepreneurship program is designed to develop students' entrepreneurship mindset, ideation, and skills necessary for starting, maintaining, and growing a small business. Courses emphasize exploring the entrepreneurial mindset, small business feasibility analysis, legal considerations, financial management, marketing, innovation, market research, and entrepreneurship pitching techniques. Completion of this certificate will allow students to pursue various entrepreneurial interests.

Code	Title	Units
Required Courses		
ENTR 100	Developing an Entrepreneurial Mindset	3.0
ENTR 102	Entrepreurship and Innovation	3.0
ENTR 104	Starting a Business for Entrepreneurs	3.0
ENTR 106	Money, Finance, and Accounting for Entrepreneurs	3.0
ENTR 108	Entrepreneurial Law Entrepreneurs	3.0
or BADM 118	Business Law	
ENTR 110	Business Model Canvas and Presentation For Entrepreneurs	3.0
or BADM 144	Business Communications	
Total Units		**18**

Entrepreneurship Courses

ENTR 100 Developing an Entrepreneurial Mindset (3.0 Units)
This course is designed for those interested in starting their own business, either as their primary or extra income, including individual businesses such as freelancers, contractors, consultants, and others in the gig economy. The class is centered on three key aspects of entrepreneurship: (1) the individual, their traits, skills, and attributes that make entrepreneurs successful, (2) the business ideas, how to generate them, where to look for them, how to expand them, and (3) focusing strategy and plans for the business via Business Model Canvas. CSU
Lecture Hours: 54.0
Transfer: Transfers to CSU only

ENTR 102 Entrepreurship and Innovation (3.0 Units)
This course will introduce entrepreneurial thinking including systems design requirements to operate the business, customer assessment, data analytics, and strategies necessary for testing product or service viability within the market.
Lecture Hours: 54.0
Transfer: Transfers to CSU only

ENTR 104 Starting a Business for Entrepreneurs (3.0 Units)
This course will introduce students to bootstrapping (building limited-startup resources and strategies), social media strategies and platforms, cybersecurity, and tactics to launch their business or expand their reach. Students will experience entrepreneurial situations and best practices through case studies, interactive sessions, and class exercises. CSU
Lecture Hours: 54.0
Transfer: Transfers to CSU only

ENTR 106 Money, Finance, and Accounting for Entrepreneurs (3.0 Units)
This course will address the financing and accounting challenges entrepreneurs face to start and operate an enterprise. Students will learn the fundamentals of accounting, bookkeeping, licensing, registration, and taxation required to start and operate an enterprise. This course also will examine essential decision-making principles such as how much money is required to start the business, when and how to obtain financing, equity, bootstraps, angel investors, and venture capital. USC
Lecture Hours: 54.0
Transfer: Transfers to CSU only

ENTR 108 Entrepreneurial Law Entrepreneurs (3.0 Units)
This course introduces students to basic legal concepts specifically relevant to a business start-up venture. This course provides a practical application of concepts to help students mitigate risk, avoid liability, and promote business growth. Important aspects of the law relevant to entrepreneurs will be discussed including, essential components of business operational structures; nature and form of sales; risk and property rights; obligations and performance; and employment.
Lecture Hours: 54.0
Transfer: Transfers to CSU only

ENTR 110 Business Model Canvas and Presentation For Entrepreneurs (3.0 Units)
This course is designed to introduce students to the nine essential components of the Business Model Canvas: Customer Segments, Value Proposition, Channels, Customer Relationships, Key Resources, Key Activities, Key Partners, Revenue Streams, and Cost Structure. Students will apply these elements of the Business Model Canvas to create a business plan. Students also will learn how to communicate these essntial elements of the Business Model Canvas by using technology to create presentations using video, animation, visuals, stories, and simulations.
Lecture Hours: 54.0
Transfer: Transfers to CSU only

Program Learning Outcomes

Program Learning Outcomes (PLOs) are statements of the kind of learning a program hopes a student will achieve. The PLOs describe the knowledge, skills, problem-solving, communication and values that apply to all certificates and/or degrees within that program.

Upon completion of this program, students should be able to:

1. Effectively use various channels of communication for decision making.
2. Apply ethical principles (behavior) in a business environment.
3. Describe how the nature of management varies at different organizational levels.
4. Apply ethical principles (behavior) in a business environment.