



2023-2024 Academic Year

Entrepreneurial Management

Certificate of Achievement

B-STEM Division

Business, Science, Technology, Engineering and Math

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The **Entrepreneurial Management** micro-credential meets the needs of professionals seeking a management or general business credential. In addition, the courses support those looking to start their own business.

According to a recent report, between July 2019 and July 2020 there were 1826 job postings related to general and operations managers in just Mercer County alone. At any given time in this country, 7000 to 10,000 people are considering starting a new business. In the last decade, small businesses have outstripped large companies as incubators of new jobs.

Demand for micro-credentials has been growing in the United States, with workers seeking short-term opportunities to gain skills for either horizontal or vertical movement in their careers.

PROGRAM OUTCOMES

- Create and analyze accounting reports to determine profitability, solvency, and liquidity of a business;
- Implement effective methods to attract and retain customers;
- Use terminology common to the business environment for effective communication;
- Apply organizational theory to management practice;
- Analyze/resolve problems common to small businesses;
- Understand the legal environment of business to make informed management decisions;
- Create a business plan.

The credential, as opposed to a 30-credit certificate, can be completed in just one or two semesters. But all credits earned in acquiring this micro-credential can be applied toward both the [Small Business Management certificate](#) and [Business Studies degree](#) programs.

Admission to the program requires readiness for college-level English and Math and approval from the program coordinator. Students may receive credit for previous training in a skills area by applying for credit by examination, credit by experience, and/or transfer credit as evaluated and approved by the program coordinator.

SEE ALSO:

[Business Administration](#) degree program

[Business Studies](#) degree program

[Small Business Management](#) certificate program

CERTIFICATE CURRICULUM

2023-2024 Academic Year

BUS.ENT.CRT

CIP 520701

Credit-bearing certificate programs can serve as gateways to earning an associate degree. Students are encouraged to consult the program coordinator, an academic advisor or Success Coach to explore such opportunities.

Code	Course (lecture/lab hours)	Credits
FIRST SEMESTER		
ACC 106	Office Accounting I (3/0)	3
BUS 107	Business Law I (3/0)	3
SECOND SEMESTER		
BUS 210	Principles of Management (3/0) <ul style="list-style-type: none">Consult program coordinator concerning ENG 101 prerequisite.	3
BUS 239	Entrepreneurship (3/0) <ul style="list-style-type: none">Consult program coordinator concerning ENG 101 prerequisite.	3
MKT 101	Principles of Marketing (3/0) <ul style="list-style-type: none">Consult program coordinator concerning ENG 101 prerequisite.	
	<i>OR</i>	3
BUS 240	Human Resource Management (3/0) <ul style="list-style-type: none">Consult program coordinator concerning ENG 101 prerequisite.	
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