

# BUSINESS ENTREPRENEURSHIP (CCC)

SBM 2000	Small Business Management	3
<b>Total Hours:</b>		<b>12</b>

**Previous Degree Required:** HS Diploma  
**Eligible for Financial Aid:** No  
**Delivery Method(s):** On-Campus, Hybrid, Online  
**Location(s):** All campuses and online  
**Limited Access:** No  
**Program Testing Requirements:** Not Required  
**Academic Community:** BUSN  
**Program Code:** ENCC  
**Classification of Instructional Programs (CIP) Code:** 52.0703  
**Florida Department of Education CIP Code:** 0552070308

## Learning Outcomes

1. Categorize and analyze franchising, licensing, and harvesting options
  - *Core Ability Supported: Think Critically and Solve Problems*
2. Analyze competitive markets and develop new market pricing strategies
  - *Core Ability Supported: Think Critically and Solve Problems*
3. Analyze small business accounting and financial management practices
  - *Core Ability Supported: Think Critically and Solve Problems*

This certificate is part of the A.S. Business Entrepreneurship degree.

This certificate program builds a foundation for the student interested in becoming an entrepreneur by learning and practicing specific skills and necessary knowledge associated with the inception of an idea, product, process or service developing into a viable small business. Some competency in computer operations and applications for business presentations is required. Exposure to entrepreneurial practitioners and opportunities for conferences, seminars and competitions are included, along with a personal psychological profile to determine the student's potential for success. Teaching and learning modes involve lecture, online, individual research and field experience.

Refer to the [College Credit Certificate](#) overview page to find information about admission, graduation, general education and other requirements.

Visit the [program page](#) for more information.

## Program of Study

Code	Title	Credit Hours
<b>Major Courses</b>		
ENT 2000	Introduction to Entrepreneurship	3
MAR 2011	Marketing Principles	3
MKA 1021	Principles of Selling	3
SBM 2000	Small Business Management	3
<b>Total Hours:</b>		<b>12</b>

## Course Sequence

Below is the recommended sequence for taking courses in this degree. Using this guide and meeting with your assigned advisor each term is the key to successful program completion.

Please note that course prerequisites, including required developmental math, reading, or writing, need to be completed to continue on to the more advanced course. Click on the course number to see the requirements.

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MKA 1021	Principles of Selling	3