

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT - ACADEMIC CERTIFICATE (AC)

Explore More About This Program: <http://cwi.edu/program/entrepreneurship-and-small-business-management>

Certificate Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Business
- **Program Code:** ENTR.AC
- **Program Type:** Academic Transfer
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** No

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

Certificate Requirements

Course	Course Title	Min Credits
Major Requirements		
BUSA 220	Entrepreneurial Strategy	3
BUSA 255	Leadership Development Skills	3
COMM 275	Digital Design and Publishing	3
FINA 109	Personal Finance and Business Math	3
Minimum Credit Hours Required		12

NOTE: This certificate is not eligible for federal financial aid due to program length.

Certificate Plan

The course sequence listed below is strongly recommended in order to complete your program requirements. Please register for each semester as shown using the Student Planning tool in myCWI. Plans may be modified to fit the needs of part-time students by adding additional semesters. Consult your advisor for any questions regarding this course sequence plan.

First Year

Fall		Credit Hours
BUSA 220	Entrepreneurial Strategy	3
BUSA 255	Leadership Development Skills	3
COMM 275	Digital Design and Publishing	3
FINA 109	Personal Finance and Business Math	3
Total Semester Credit Hours		12
Minimum Credit Hours Required		12

NOTE: This certificate is not eligible for federal financial aid due to program length.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Assess the viability of a new business entry opportunity.
- Apply quantitative reasoning to support business decisions.
- Read, analyze, and interpret financial statements.
- Develop leadership skills to communicate effectively.
- Strengthen soft skills to enhance professional success.
- Learn how to create a digital presence for a business.
- Create a successful presentation of their business idea.
- Incubate an idea and test potential impact in the market.
- Create their personal professional network and business team.