## ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT - ACADEMIC CERTIFICATE (AC)

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

## **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 effective.
- 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.