

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 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.