

## Entrepreneurship

15-credit Technical Certificate

### About the Certificate

Discover what it takes to launch a successful small business venture.

Through this certificate, students will explore the world of entrepreneurship in an interactive classroom setting by testing the feasibility of their business ideas and developing a real-world business plan to increase the odds of success.

### What is a Technical Certificate?

A WCTC technical certificate provides an excellent means for those already employed in business to cross train or to expand their knowledge through short-term training opportunities.

For more information, call  
262.691.5400.

Required Courses	Credits
<b>First Semester</b>	
101-105 Accounting Fundamentals	3
104-102 Marketing Principles	3
145-100 The Entrepreneurial Venture	3
<b>Total semester credits</b>	<b>9</b>
<b>Second Semester</b>	
102-102 International Business Practice Firm	3
104-104 Sales Principles	3
<b>Total semester credits</b>	<b>6</b>
<i>Curriculum is current as of catalog printing.</i>	
<i>The ability to complete a full certificate may be affected by low enrollment.</i>	

### Entrepreneurship Required Courses

#### 101-105 Accounting Fundamentals

3 Use a survey approach to learn the accounting process and to gain a general knowledge of the accounting principles and financial accounting procedures applied to business budgeting. This course is for non-accountants.

#### 102-102 Intl Business Practice Firm

3 Set up and run a virtual business to conduct e-commerce in a global environment and develop a marketing plan to market a product using the Internet. Make decisions about the overall operation of the firm and apply problem-solving strategies in a team environment.

#### 104-102 Marketing Principles

3 Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

#### 104-104 Sales Principles

3 Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

#### 145-100 The Entrepreneurial Venture

3 Through this blended-learning course (classroom and on-line), study the steps needed to plan a successful entrepreneurial venture. Understanding entrepreneurship, identifying and assessing opportunities, defining the business concept, testing feasibility, and developing a comprehensive business plan are covered.