

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 262.695.3468.

Required Courses

Credits

First Semester

101-105	Accounting Fundamentals	3
104-102	Marketing Principles	3
145-100	The Entrepreneurial Venture	3
Total semester credits		9

Second Semester

102-102	International Business Practice Firm	3
104-104	Sales Principles	3
Total semester credits		6

Curriculum is current as of catalog printing.

The ability to complete a full certificate may be affected by low enrollment.

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.