

GUIDED PATHWAY 2020-2021

The following sequence is the suggested pathway to complete the degree in two years. This sequence is based on satisfaction of all basic skills requirements and prerequisites and presumes a fall start date. An individual's program may vary depending on transfer institution, career objectives, or individual needs. See your academic advisor for other options and to monitor your progress.

Program Name: Entrepreneurship and e-Marketing Certificate

Program Student Learning Outcomes (SLOs):

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|---|
| 1. Recognize new business opportunities. (2,3) |
| 2. Determine the accounting, marketing and financing necessary for a business to operate. (2,3,6) |
| 3. Create a Business Plan for a new business. (2,3,6) |

| Courses – Asterisk (*) indicates required program courses | AGEC course? | Terms | Credits |
|---|--------------|-------|---------|
|---|--------------|-------|---------|

First Semester: Fall

| | | | |
|---------|----|-----------|---|
| ACC125* | NO | F, SP, SU | 4 |
| BUE101* | NO | F, SP, SU | 3 |
| BUE165* | NO | F, SP | 3 |
| BUS161* | NO | F, SP | 3 |
| | | | |

Second Semester: Spring

| | | | |
|---------|----|-------|---|
| BUE130* | NO | F, SP | 3 |
| BUE250* | NO | F, SP | 3 |
| | | | |

Key:

SP= Spring F= Fall SU= Summer

1. Aesthetic Sensibilities: An awareness of creative expression in the world around us.
2. Communication Skills: The ability to effectively convey meaning through various media on both personal and professional levels.
3. Critical Thinking Skills and Problem-Solving: The ability to analyze data and arrive at logical and defensible conclusions.
4. Cultural Diversity and Global Awareness: An appreciation of relationships and differences in values, customs, and norms of diverse global communities.
5. Techniques of Inquiry: Use of standardized methodological framework to collect, analyze, interpret, and present findings.
6. Technological Competency: A proficiency in evolving technology to compete and flourish in society.

Total credits

19