

2023-24 ACADEMIC PROGRAMS

2023-2024 ENTREPRENEURSHIP AND INNOVATION (CTENTI)

Program is also available online

Description

This certificate provides students with the ability to continuously learn and adapt the business knowledge, skills and attitudes needed to succeed in business, whether as an entrepreneur starting and operating a small business or as an entrepreneur within an organization. Students learn to recognize market opportunities within an industry, plan a business initiative to develop their big idea, and evaluate its profit potential. This certificate is appropriate for students who wish to be self-employed.

Course Requirements

Major/Area Requirements

Class	Title	Minimum Credits
BMG 101	Entrepreneurship I: Finding Your Opportunity	3
BMG 109	Entrepreneurship II: Starting Your Business	3
BMG 209	Entrepreneurship III - Running and Growing Your Business	3
Elective	Select 9 credits from any WCC business or occupational certificate program.	9
Total		18

Total Credits Required: 18

Accurate as of 02/16/2024 Information is subject to change without notice.