

## 2023-24 ACADEMIC PROGRAMS

### ENTREPRENEURSHIP AND INNOVATION (CTENTI)

#### Certificate

Complete an entrepreneurship certificate in just one semester and be on your way to starting the business of your dreams!

Designed for those who are interested in learning those necessary skills need to start and run a business.

Classes are offered in accelerated on ground and online formats for quick completion.

This certificate program provides you 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 business idea, and
- evaluate its profit potential.

This is a **high demand, high skill** and **high wage** program as defined by the [Michigan Community College Network](#).

Do you have another career in mind? [Search for careers](#)

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 02/03/2023 Information is subject to change without notice.