

CERTIFICATE OF COMPETENCY IN BUSINESS ENTREPRENEURSHIP

This program is designed to prepare students to be business entrepreneurs. It introduces learners to starting, operating, and maintaining a small business in Southern California. It incorporates an introduction to basic accounting principles, business practice, and interpretation of financial statements using QuickBooks software to help entrepreneurs in business decision-making. It also includes the understanding and development of a marketing plan as well as the hands-on use of various social media platforms to promote a small business.

Code	Title	Units
Required courses:		
NC 654	Introduction to Accounting Principles and QuickBooks	0
NC 655	Small Business Operations	0
NC 656	Marketing and Social Media for Small Business	0
Total Units		0

Certificate of Competency Level Student Learning Outcomes

Students completing the Business Entrepreneurship Certificate of Competency will:

- Demonstrate knowledge of accounting cycle and financial statement.
- Demonstrate proficiency in using QuickBooks accounting software.
- Demonstrate ability to start and run a business, effectively communicate both in writing and orally, build positive rapport with customers, make decisions under pressure, navigate the competitive environment through uncertainty, and maintain positive professional relationships with employees, suppliers, partners, etc.
- Demonstrate readiness to apply basic marketing skills to develop a marketing plan for a small business.

Career Information

Career Opportunities

There are a variety of careers you can do with this major.

To explore more about this major, schedule an appointment (<https://www.citruscollege.edu/stdntsrv/ctcenter/Pages/ApptSchedule.aspx>) with a career counselor.
