

Certificate: Entrepreneurship**Certificate Description:**

The certificate in entrepreneurship is designed for those who want to be involved in starting or growing small businesses. Students will also learn the basics of creating a business plan and develop skills in personal selling. This certificate is developed and granted by BYU-Idaho.

Course Code	Course Name	14 Credits
BUSPC 115	Business Applications	3 Credits
BUS 110	Introduction to Entrepreneurship	3 Credits
BUS 180	The Cycle of Cash	2 Credits
BUS 210	Small Business Creation	3 Credits
MKT 120	Sales and Customer Service	3 Credits

Course Descriptions:***BUSPC 115 (3 credits) – Business Applications***

Students will acquire, develop and apply intermediate spreadsheet analysis skills in a business context as well as demonstrate basic database use.

BUS 110 (3 credits) – Introduction to Entrepreneurship

This course offers an introduction on how to develop a clear vision of what matters most to students as they begin their entrepreneurial journey.

BUS 180 (2 credits) – The Cycle of Cash

This course provides the financial tools, skills, and judgment students need to read financial statements and make correct financial decisions for a small business or new venture.

BUS 210 (3 credits) – Small Business Creation

This course is designed to introduce students to the basics of small business creation, understand the importance of creating systems, and expose students to the many career opportunities available in the field of entrepreneurship. Students will learn about startups, buying existing businesses, franchises, and family run businesses.

MKT 120 (3 credits) – Sales and Customer Service

This course is designed to introduce the student to the benefits of persuasive selling and building relationships.

Outcomes:

- Create professional spreadsheets using advanced functionality to visualize and solve business problems.
- Reflect on personal fit for a career in entrepreneurship.
- Understand and manage the accounting cycle and cash flow of a small business.
- Improve sales in organizations through persuasive selling skills, including finding, asking questions, highlighting features and benefits, overcoming objections, negotiating and closing, and service after the sale.
- Create a proposal for a small business venture.

Potential Employment:

- Self-employment
- Supervisor and management within a small business or startup enterprise