

INTRODUCTION TO ENTREPRENEURSHIP, CERTIFICATE OF COMPLETION

Requirements

The Introduction to Entrepreneurship certificate teaches students to identify the step-by-step process to create a startup business of their choice utilizing the business model canvas. It describes the primary forms of business ownership and identifies the necessary financial and people management competencies for success. In addition, students learn to recognize startups' business models and their unique problems and opportunities to develop the optimal marketing strategy for products and services in a digital-first era. The program also involves learning how to implement a growth mindset by deploying innovative strategies and value-added processes to create enhanced customer experiences that drive engagement, retention, and ultimately long-term growth.

Code	Title	Units
ENTW NC001	Entrepreneurship 101	0
ENTW NC002	Entrepreneurship Challenge: People and Finance	0
MKTW NC008	Marketing and Entrepreneurship	0
MKTW NC009	Marketing and Growth Strategies	0

Learning Outcomes

1. Develop a business plan and a feasibility analysis using the business model canvas.
2. Construct financial statements and assess the overall strengths of the new venture.
3. Develop and present a marketing plan for an entrepreneurial venture
4. Develop a market expansion plan.