



Effective 2014/2015

Career Cluster ►



Career Pathway ►

General Management

**SMALL BUSINESS ENTREPRENEURSHIP**  
(31-145-1)

*Technical Diploma*  
Most Courses Offered at  
Kenosha Campus & Online

<sup>Δ</sup> Suggested Sequence	✓	Course Number	Course Title	Requisites	Credits	Hrs/Wk Lec - Lab
Semester 1		104-101 *	Marketing Principles		3	3-0
		101-112 *	Accounting for Business		3	3-0
		103-143 *	Computers for Professionals	Prereq: 103-142 (See Note 1&3)	3	2-2
		145-119 *	Entrepreneurship		3	3-0
		801-136	English Composition 1	Prereq: 831-103 (See Note 1)	3	3-0
Semester 2		145-120 *	Business Planning and Development	Prereq: 145-119	3	3-0
		104-105 *	Promotion Principles		3	3-0
		145-121 *	Small Business Ownership	Coreq: 145-120 & Inst. Consent	3	3-0
		145-106 *	Entrepreneurship 3 – Operations MGMT	Coreq: 145-119	3	3-0
		104-116 *	E-Marketing/Social Media	Prereq: 104-101	3	3-0
		104-104 *	Selling Principles		3	3-0

**Minimum Program Total Credits Required 33**

<sup>Δ</sup> Courses may be taken out of suggested sequence as long as requisites have been met.

Federal regulations require disclosure of the following information for this program:

Books and Supplies	Resident Tuition and Fees	U.S. Department of Labor Standard Occupational (SOC) Code & Occupational Profile – available at <a href="http://www.onetonline.org">http://www.onetonline.org</a>
\$1,355	\$4,650	<a href="#">Managers (11-9199)</a>



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**PROGRAM DESCRIPTION**

Creating your own path through entrepreneurship takes inspiration, dedication, and the knowledge of the technical skills necessary to operate a business. You can complete the technical diploma in *Small Business Entrepreneurship* in two semesters. The coursework combines business theory with applied application to your proposed business. Whether you are launching your own venture, working for a small business, or working as a project manager for a large firm, the skills you will develop in this program will be an asset to your career.

**PROGRAM LEARNING OUTCOMES**

Graduates of the Small Business Entrepreneurship Program should be able to:

1. Develop a business plan for a small to medium sized business.
2. Develop a marketing plan for a small to medium sized business.
3. Demonstrate the tasks necessary to operate a small to medium sized business.
4. Apply the proper marketing concepts for a successful business.
5. Demonstrate the accounting skills necessary to manage a small to medium sized business.
6. Demonstrate the capacity to allocate the resources needed to manage a small to medium sized business, including financial, human, and operational resources.

**CORE ABILITIES**

Gateway believes students need both technical knowledge and skills and core abilities in order to succeed in a career and in life. The following nine core abilities are the general attitudes and skills promoted and assessed by all Gateway programs. All Gateway graduates should be able to:

- |  |   |
|--|---|
| 1. Act responsibly                     | 6. Respect themselves and others as a member of a diverse community |
| 2. Communicate clearly and effectively | 7. Think critically and creatively                                  |
| 3. Demonstrate essential comp. skills  | 8. Work cooperatively   |
| 4. Demonstrate essential math skills   | 9. Value learning   |
| 5. Develop job seeking skills          |   |

**ADMISSION REQUIREMENTS**

1. Students must submit an application and \$30 fee.
2. Students must complete reading, writing, math, and computer skills placement assessments.
3. Students must submit official high school, GED, or HSED transcript.

**GRADUATION REQUIREMENTS**

1. Minimum 33 credits with an average of 2.0 or above.
2. \* Average of 2.0 ("C") or above for these major courses.

*For a complete list of Graduation Requirements check the Student Handbook.*

**NOTES**

1. A satisfactory placement test score (or successful remediation) is required prior to enrollment. See an advisor for details.
2. Any course may be taken prior to entry in the program, assuming prerequisites and corequisites have been satisfied (or waived with department approval).
3. Formerly 103-199, PC Basics/Microsoft Office.

**OTHER INFORMATION**

Gateway Technical College reserves the right to modify curriculum requirements for students who interrupt enrollment for a period of two years or take over seven years to complete. Tuition and material fees are determined by the board of the Wisconsin Technical College System. Consult the Master Class Schedule for exact fee amounts. Occasionally, the District may offer a particular course out of published sequence. By doing so, the District does not obligate itself to offer succeeding courses out of published sequence.

**EQUAL OPPORTUNITY/ACCESS EDUCATOR / EMPLOYER  
IGUALDAD DE OPORTUNIDADES**

To schedule an appointment with an advisor, please call 1-800-247-7122.

For a complete list of course descriptions (and possible online courses) for this program, please consult Web Advisor on our web page at [www.gtc.edu](http://www.gtc.edu).

My advisor is \_\_\_\_\_ . My advisor's contact information is \_\_\_\_\_ .