



# Entrepreneurship

Associate in Applied Arts and Sciences (AAAS) or  
Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 254 & 2543

## Program Information:

**Length of Program:** 45-93 Credits  
**Completion Award:** A.A.A.S. Degree or Certificate of Proficiency  
**Enrollment:** Fall, Winter, Spring  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*  
**Website:** [www.shoreline.edu/busad/genbusad.aspx](http://www.shoreline.edu/busad/genbusad.aspx)

## Program Advisor:

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## Program Description:

The Associate in Applied Arts and Sciences degree and certificates are designed to provide students with the knowledge and skills in specific career fields to enter the workforce directly upon completion of the degree or certificate. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Business should follow the Business AA-DTA transfer degree planning guide.

## Entrepreneurship —What is it?

Entrepreneurship requires leadership and vision to develop new businesses or revitalize existing businesses. The Entrepreneurship program at Shoreline provides an overview of business management theory, standard operating procedures, financial planning and business development techniques—along with strategies for effective management of employees. The core curriculum provides a strong foundation of general business principles to include accounting, marketing and sales, business plan development and legal issues—keys to entrepreneurial success.

## Program Outcomes:

Students who successfully complete this program-**by achieving a GPA of 2.0 or better for the entire program**-should be able to:

1. Understand the nature of business operations, business finance, legal issues and decision-making.
2. Understand the principles of managing business products, marketing and sales.
3. Apply theories of motivation and management to foster a productive work environment.
4. Demonstrate effective leadership and supervision skills.
5. Apply business mathematics in order to analyze data and solve business problems.
6. Communicate effectively—both verbally and in writing—within multicultural settings.

## Career Opportunities—What can I do with a Degree or Certificate in Entrepreneurship?

Graduates of the program develop knowledge and skills in entrepreneurship to work in a variety of business settings, including starting one's own business. Virtually every industry employs people with entrepreneurial skills, such as the retail, wholesale and service industries. Salaries vary greatly depending upon the position, level of responsibility, previous experience or type of business the graduate starts.

**Potential employers include:** Self-Employment, small businesses, corporations, government agencies and private industries. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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**Program Prerequisites:** Placement into ENGL& 101 English Composition OR BTWRT 215 Business Communications;  
and placement into MATH 070 Introduction to Algebra or BUS 102 Business Mathematics.

A.A.A.S. DEGREE – 93 Credits

CERTIFICATE OF PROFICIENCY – 45 Credits

<b>GENERAL EDUCATION CORE REQUIREMENTS   18 Credits</b>			
Course	QTR	GR	CR
BTWRT 215 Business Communications			5
BUS103 Multiculturalism in the Workplace			3
Quantitative/Symbolic Reasoning : BUS102 Business Mathematics			5
BUS 104 Human Relations			5

<b>GENERAL EDUCATION CORE REQUIREMENTS   10 Credits</b>			
Course	QTR	GR	CR
Quantitative/Symbolic Reasoning : BUS 102 Business Mathematics			5
BUS 104 Human Relations			5

<b>CORE REQUIREMENTS   75 Credits</b>			
ACCT& 201 Principles of Accounting I			5
ACCT& 203 Principles of Accounting III			5
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 180 Project Management*	FALL		5
BUS& 201 Business Law			5
BUS 215 Intro to International Business			5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 225 Professional Selling*	FALL		5
BUS 235 Retail Buying and Mgt*	SPR		5
BUS 240 e-Business*	FALL		5
BUS 250 Human Resource Mgt	SPR		5
BUS 270 Entrepreneurship			5
ECON 100 Economic Principles			5

<b>CORE REQUIREMENTS   35 Credits</b>			
BUS& 101 Intro to Business			5
BUS 120 Principles of Marketing			5
BUS 135 Retail Marketing*	WIN		5
BUS 240 e-Business*	FALL		5
BUS 220 Advertising & Sales Promotion*	SPR		5
BUS 235 Retail Buying and Mgt.*	SPR		5
BUS 270 Entrepreneurship			5

\* Course is offered once a year during the quarter listed

Required Course	Approved Substitution
BUS 102 Business Mathematics	MATH 107 Math in Society
BUS 103 Multiculturalism in the Workplace	Approved Multicultural Understanding Course
BUS 240 e-Business	BUS207 Sustainable Bus
BTWRT 215 Bus. Communications	ENGL& 101 English Composition I
ECON 100 Economic Principles	ECON& 201 Micro Economics

Recommended	QTR	GR	CR
BUSTC 105 Computer Applications			5

<b><u>APPROVAL TO GRADUATE</u></b>	
_____ <i>Student Name &amp; SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

### Sample Schedule for A.A.A.S. Degree

1 <sup>st</sup> Year	2 <sup>nd</sup> Year
<p><b>Fall Quarter</b></p> <p>BUS 104 Human Relations 5</p> <p>BUS 102 Business Mathematics 5</p> <p>BUS 225 Professional Selling 5</p> <p><b>Winter Quarter</b></p> <p>BUS&amp; 101 Intro to Business 5</p> <p>BUS 120 Principles of Marketing 5</p> <p>BUS 135 Retail Marketing* 5</p> <p><b>Spring Quarter</b></p> <p>BUS 250 Human Resource Mgt* 5</p> <p>BUS 220 Advertising &amp; Sales* 5</p> <p>BUS 235 Retail Buying and Mgt.* 5</p>	<p><b>Fall Quarter</b></p> <p>ACCT&amp; 201 Prin of Accounting I 5</p> <p>BUS 180 Project Management* 5</p> <p>BUS 240 e-Business* 5</p> <p><b>Winter Quarter</b></p> <p>ACCT&amp; 203 Prin of Accounting III 5</p> <p>BUS&amp; 201 Business Law 5</p> <p>BUS 215 Intro to International Bus 5</p> <p><b>Spring Quarter</b></p> <p>BUS 103 Multiculturalism in the Workplace 3</p> <p>BUS 270 Entrepreneurship 5</p> <p>BTWRT 215 Bus Communications 5</p> <p>ECON 100 Economic Principles 5</p>
<p><i>* Only offered once per year, during the quarter listed.</i></p>	