



Wayne  
County  
Community  
College  
District

# Entrepreneurship

## ABOUT THE PROGRAM

The Entrepreneurship College Certificate program is designed for those individuals who have, or desire to have, their own business. Emphasis is on successfully creating and sustaining a competitive advantage in starting, managing and growing a small business. This program focuses on the preparation needed for small business ownership.

## WHAT DO ENTREPRENEURS DO?

Entrepreneurship plays a vital role in the growth of the U.S. economy. Entrepreneurship is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the identification of unmet needs or through the identification of opportunities for change.

## WHERE DO THEY WORK?

Small businesses are typically the entry point for entrepreneurs as they develop ideas and build a customer base before deciding whether to expand. Of the nine size classes in the Business Employment Dynamics (BED) series, the six smallest (249 employees or smaller) have seen their shares of private sector employment decrease since the early 1990s, while the three largest size classes (250 or more employees) have seen their shares of total employment increase.



## PAY

Before additional income such as bonuses and commission, the average U.S. entrepreneur earns an average yearly salary of \$58,000. Salaries typically start from \$10,400 and go up to \$129,200.\*

*\*Source: Sokanu (aggregated) November 8, 2018, Mariel Loveland.*

*These numbers may vary depending on several factors, like level of education, amount of experience, industry company size and location.*

## JOB OUTLOOK

Survival rates for establishments and entrepreneurial ventures vary by industry. The health care and social assistance industry, for example, consistently ranks among the industries with the highest survival rates over time, while construction ranks among the lowest.

*U.S. Bureau of Labor Statistics | Business Employment Dynamics, April 28, 2020, PSB Suite 4840, 2 Massachusetts Avenue, NE Washington, DC 20212-0001  
[www.bls.gov/BDM/](http://www.bls.gov/BDM/);  
[www.ehow.com/info\\_7908995\\_salary-range-entrepreneur.html](http://www.ehow.com/info_7908995_salary-range-entrepreneur.html)*



# Recommended Sequence of Courses

## Entrepreneurship: College Certificate

**CR. No. COURSE TITLE CREDITS**

### **SEMESTER 1**

ENT 100	Introduction to Entrepreneurship .....	3
BUS 175	Small Business Management ...	3
BL 201	Business Law I .....	4
BUS 177	Small Business Financing .....	3
<b>SEMESTER TOTAL .....</b>		<b>13</b>

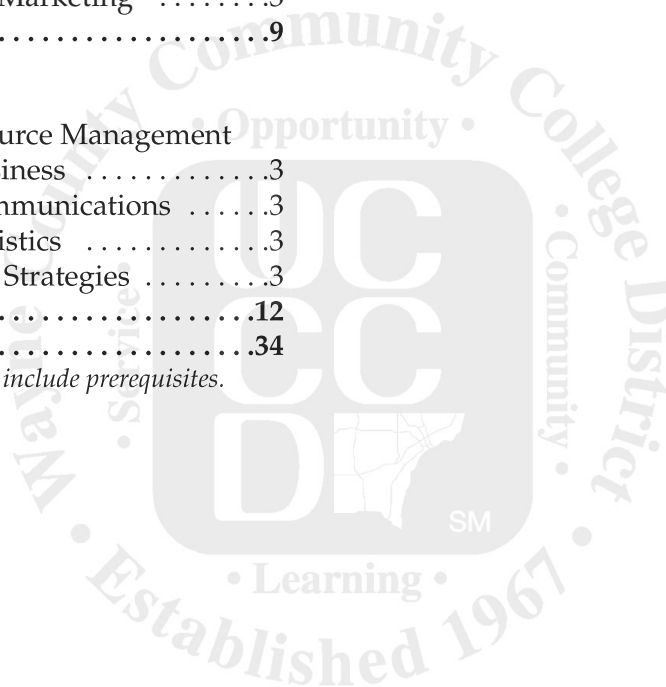
### **SEMESTER 2**

ENT 205	Operations Management for Small Business .....	3
BUS 225	Computer Applications in Business .....	3
MKT 200	Principles of Marketing .....	3
<b>SEMESTER TOTAL .....</b>		<b>9</b>

### **SEMESTER 3**

ENT 210	Human Resource Management for Small Business .....	3
BUS 240	Business Communications .....	3
BUS 221	Business Statistics .....	3
CIS 250	E-Commerce Strategies .....	3
<b>SEMESTER TOTAL .....</b>		<b>12</b>
<b>CERTIFICATE TOTAL .....</b>		<b>34</b>

*Note: Program totals may not include prerequisites.*



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