

ENTREPRENEURSHIP AND INNOVATION (CERTIFICATE)

Catalog Effective Term: Fall 2024

Program Code: CTENTI

Credential: Certificate

Program is also available online

High Demand Occupation, High Skill Occupation, High Wage Occupation

This certificate provides students with the ability to continuously learn and adapt the business knowledge, skills and attitudes needed to succeed in business, whether as an entrepreneur starting and operating a small business or as an entrepreneur within an organization. Students learn to recognize market opportunities within an industry, plan a business initiative to develop their big idea, and evaluate its profit potential. This certificate is appropriate for students who wish to be self-employed.

Minimum Credits Required for the Program: 18

Code	Title	Credits
Major/Area Requirements		
BMG 101	Entrepreneurship I: Finding Your Opportunity	3
BMG 109	Entrepreneurship II: Starting Your Business	3
BMG 209	Entrepreneurship III - Running and Growing Your Business	3
Select 9 elective credits from any WCC business or occupational certificate program.		9
Total Credits		18