

# BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP, COLLEGE CREDIT CERTIFICATE

**Program Code:** BECC

**Meta-Major:** BUSN

**Location(s):** Cocoa, Melbourne, Palm Bay, Titusville, Online

**Delivery Method(s):** On-Campus, Hybrid, Online

**Previous Degree Required:** HS Diploma

**Eligible for Financial Aid:** Yes

**Additional Limited Access Application Process Required:** No

**Program Testing Requirements:**

**Classification of Instructional Programs (CIP) Code:** 52.0703

**Florida Department of Education CIP Code:** 0552070306

This certificate is part of the [Business Administration A.S.](#) degree program.

The certificate program is designed to prepare students for the challenging aspects of Business Development and Entrepreneurship. The program offers a specific sequence of courses designed to provide relevant technical knowledge for the development of entrepreneurial skills required launch new businesses or to obtain further education in Business Development and Entrepreneurship.

This sequence of courses will provide particular emphasis on:

- business development
- computer applications
- finance
- organizational skills
- international business
- marketing strategy
- selling
- small business management functions

[Visit the program page for more details and how to apply.](#)

## Certificate Requirements

Code	Title	Credit Hours
<b>Major Courses</b>		
ENT 2000	Introduction to Entrepreneurship	3
ENT 2112	Business Plans	3
ENT 2302	Funding Acquisition and Legal Issues	3
ENT 2411	Small Business Accounting and Finance	3
GEB 2350	Principles of International Business	3
MAR 2011	Marketing Principles	3
SBM 2000	Small Business Management	3
MKA 1021	Principles of Selling <sup>1</sup>	3
MKA 2948	Service Learning Field Studies 1 <sup>1</sup>	1
<b>Total Credit Hours</b>		<b>25</b>

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MKA 1021 Principles of Selling and MKA 2948 Service Learning Field Studies 1 **must** be taken together in the **same** semester.

## Learning Outcomes: Business Development & Entrepreneurship CCC

1. Categorize and analyze franchising, licensing, and harvesting options
  - *Supports Core Ability: Think Critically and Solve Problems*
2. Analyze competitive markets and develop new market pricing strategies
  - *Supports Core Ability: Think Critically and Solve Problems*
3. Analyze small business accounting and financial management practices
  - *Supports Core Ability: Think Critically and Solve Problems*