

BUSINESS ENTREPRENEURSHIP, COLLEGE CREDIT CERTIFICATE

Program Code: ENCC

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: No

Additional Limited Access Application Process Required: No

Program Testing Requirements:

Classification of Instructional Programs (CIP) Code: 52.0703

Florida Department of Education CIP Code: 0552070308

This certificate program builds a foundation for the student interested in becoming an entrepreneur by learning and practicing specific skills and necessary knowledge associated with the inception of an idea, product, process or service developing into a viable small business. Some competency in computer operations and applications for business presentations is required. Exposure to entrepreneurial practitioners and opportunities for conferences, seminars and competitions are included, along with a personal psychological profile to determine the student's potential for success. Teaching and learning modes involve lecture, online, individual research and field experience. Credits earned in this certificate may apply to the [Associate in Science \(A.S.\) degree in Business Entrepreneurship](#). [Visit the program page for more details and how to apply.](#)

Certificate Requirements

Code	Title	Credit Hours
Major Courses		
ENT 2000	Introduction to Entrepreneurship	3
MAR 2011	Marketing Principles	3
MKA 1021	Principles of Selling	3
SBM 2000	Small Business Management	3
Total Credit Hours		12

Learning Outcomes: Business 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*