

Entrepreneurial Professional, Professional Series

This series is designed for an Entrepreneur who is looking to better understand and develop themselves as an Entrepreneur. The series includes four college classes (13 credits) that will introduce the Entrepreneur to the basics in planning a new business as well as operating the small business. The course work will prepare the student to do the basic accounting, management and marketing tasks required for business success. All courses in the series are offered during the regular semesters in a variety of delivery options. Credits earned can be applied towards the Business Administration, A.S. and A.A.S. degrees.

For information, contact the area coordinator, Dr. Karl Giulian, at (609)343-4996 or kgiulian@atlanticcape.edu.

Upon completion of this program students will be able to:

- Describe the role of business in society;
- Utilize proper marketing terminology;
- Explain the importance of marketing in for profit and not for profit businesses;
- Recognize the challenges associated with start-up ventures, franchises or family-run succession as entrepreneurial opportunities;
- Explain the steps involved in, and benefits of, writing a business model as an initial step in creating a business plan;
- Apply basic accounting cycle concepts utilizing Quickbooks Pro.

(ZENP)

Courses

Course #	Title	Credits
ACCT130	Financial Accounting	4
BUSN101	Introduction to Business	3
BUSN104	Entrepreneurship	3
BUSN202	Principles of Marketing	3
Total Credits		13