

Career Path: Entrepreneurship

While dictionaries define an entrepreneur as “a person who organizes and manages a business undertaking, assuming the risk for the sake of the profit,” there are many other aspects to being an entrepreneur.

Entrepreneurship is about people. Your partners, employees, investors, customers, and everyone you come into contact with must have confidence and trust in you and your business. This trust is what will win you repeat customers, loyal employees, willing investors, and success as an entrepreneur. Entrepreneurial thinking means working creatively to improve your performance in every aspect of your life.

Recommended Courses:

For students interested in entrepreneurship, the following elective courses are recommended. These courses enhance a student’s knowledge of staffing, management, marketing and develop their ability to write well and communicate clearly.

MGT3347 Staffing

Introduces the methods and practices related to recruitment, selection, and retention of employees. Explores the strategic role of staffing in modern business organizations. Students will learn various techniques for attracting and retaining human talent in an organization. Prerequisite: MGT2240

MGT3350 Small Business Management

Explores the process of planning for, starting, and managing a small business. Topics include forms of ownership, management issues, financing the small business, the use of financial information as a decision tool, and legal aspects of running a small business. Prerequisite: MGT2220

These courses are recommended as liberal arts or free electives:

MKT2222 Fundamentals of Marketing Research

Provides an in-depth review of the marketing research function in a contemporary business environment. The course will discuss the market research process, focus on secondary data, and introduce students to quantitative and qualitative primary data collection methods.

Prerequisites: MKT2220, MAT2215

MKT2241 Consumer Behavior

Introduces the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions. Prerequisite: MKT2220

MKT2242 Branding

Provides students with a comprehensive treatment of brands, brand equity, and brand management. This course includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity. This is the Capstone course for the A.A.S. in Marketing Communications. Prerequisite: MKT2220

MKT2245 Professional Selling and Sales Management

Provides students with an understanding of the principles and techniques necessary to sell any of the three main types of products: goods, services, or ideas. Students develop sales presentations and use role playing to present their selling approaches in class. Prerequisite: MKT2220

Career Paths are not minors or concentrations and will not be noted on a student’s transcript or diploma. Career Paths are suggested electives to fill elective credits.