

SMALL BUSINESS ENTREPRENEURSHIP

Program Number: 10-145-1

Associate of Applied Science Degree

Campus: Beaver Dam, Fond du Lac, West Bend, Online

This program is eligible for financial aid (<http://www.morainepark.edu/financial-aid/>)

Whether you're currently operating a start-up, or looking to get your business up and running, learn the strategies you need to take your business to the next level in the Small Business Entrepreneurship associate degree at Moraine Park Technical College.

About the Program

Being an entrepreneur takes courage and creativity. It takes a commitment to learning, the courage to try new things, permission to fail, and the determination to get back up and brush yourself off when you do. But mostly it simply requires the passion to keep pushing forward to achieve your dream.

The Small Business Entrepreneurship degree at Moraine Park will help you do just that and is designed to help entrepreneurs explore all aspects of small business start-up and operation.

What You'll Learn

The entrepreneurship courses provide new and current entrepreneurs with hands-on training in business planning, financing, marketing, customer service, financial management and business communications. Students will gain experience pitching their innovative ideas. Students also learn how to allocate resources to achieve organizational goals and manage employees with diverse skillsets.

Transfer Opportunities

Your academic journey can continue at a four-year college or university. Earn your associate degree at Moraine Park and then apply those credits toward a bachelor's degree. Starting at MPTC makes completing a bachelor's degree **affordable, accessible** and **convenient**. You can go anywhere as MPTC has transfer agreements with colleges and universities both in Wisconsin and throughout the country.

Visit the Transfer to a Four-Year College (<https://www.morainepark.edu/transfer-to-a-four-year-college/>) page for more information on credit transfer agreements between Moraine Park and four-year colleges, both public and private.

Admission Process

Standard Admissions (<http://www.morainepark.edu/admissions/new-student/how-to-apply-for-admissions/>) steps details

Credit for Prior Learning

Transform the skills and abilities developed through previous experience into college credit through MPTC's Credit for Prior Learning process.

- Transfer credit from other colleges/universities
- Earn college credit for your military training and experience

- Earn college credit via Advance Placement, CLEP, DANTES/DSST or MPTC Challenge Exams
- Earn college credit from previous/current work and life experiences

Visit MPTC's Credit for Prior Learning (<https://www.morainepark.edu/academics/credit-for-prior-learning/>) page for more information.

Approximate Costs

NOTE: The fees below are 2025-2026 fees. They will be updated when 2026-2027 fees are approved.

Tuition

Occupational

- \$152.85 per credit (resident)
- \$229.28 per credit (out-of-state resident)

Associate of Arts/Associate of Science

- \$192.20 per credit (resident)
- \$288.30 per credit (out-of-state resident)

Online students are not charged out-of-state fees.

Student Fees

- \$5.00 minimum per course Material Fee
- \$13.76 per-credit Supplemental Fee for Undergraduate courses
- \$4.50 per term mandatory Student Accident Insurance Fee

Please refer to Tuition & Fee Information (<https://catalog.morainepark.edu/admissions-registration/tuition-fee-information/>) for additional enrollment fee information.

Financial Aid

Financial Aid is available for associate degree and technical diploma programs (those that are 2 semesters in length and typically with 28 credits or more). Processing can take 4-5 weeks after a student's completed Free Application for Federal Student Aid (FAFSA (<https://studentaid.gov/h/apply-for-aid/fafsa/>)) is received.

Several factors influence the total cost of your degree, including enrollment fees, the number of credits required, textbooks and equipment. Financial aid (<https://www.morainepark.edu/pay-for-college/financial-aid/>) can assist with those costs.

Course Requirements

Course	Title	Credits
Semester 1		
102-110	Introduction to Business	3
103-159	Computer Literacy - Microsoft Office	1
104-102	Marketing Principles	3
116-189	Team Building and Problem Solving	3
801-136	English Composition 1	3
890-101	College 101	2
Mathematics Course (https://catalog.morainepark.edu/program-information/general-education/mathematics/)		3
		Credits
		18
Semester 2		
102-115	Business and Employee Relations	3
103-180	Microsoft Excel	2
104-131	Social Media Management	3

145-183	Entrepreneurship Ventures and Innovation	3
145-185	Entrepreneurship	3
Behavioral Science Course (https://catalog.morainepark.edu/program-information/general-education/behavioral-social-science/)		3
Credits		17
Semester 3		
101-184 or 101-130	Principles of Accounting or QuickBooks	3
116-150	Human Resource Management	3
145-190	Purchasing and Inventory Control	3
Communication Course (https://catalog.morainepark.edu/program-information/general-education/communications/)		3
Social Science Course (https://catalog.morainepark.edu/program-information/general-education/behavioral-social-science/)		3
Credits		15
Semester 4		
105-158	Personal Brand	3
145-184	Small Business Management	3
145-189	Writing a Small Business Plan	3
145-192	Small Business Entrepreneurship Capstone	3
Social Science Course (https://catalog.morainepark.edu/program-information/general-education/behavioral-social-science/)		3
Credits		15
Total Credits		65

Program Outcomes

- Demonstrate entrepreneurial and leadership skills
- Develop a business plan
- Perform marketing functions to meet small business goals
- Develop small business operational plan

Pathways

- Small Business Entrepreneurship Associate Degree (p. 1)
 - Entrepreneur Technical Diploma (<https://catalog.morainepark.edu/program-information/programs/entrepreneur/>)

Earn a technical diploma and associate degree along this pathway. Start with some courses for entry-level employment, and continue with additional courses for higher wages and job advancement.

Career Opportunities

Graduates learn the business management skills essential to the continued success of their entrepreneurial endeavors. The courses are diversified, and every attempt is made to address the specific business needs of students.

- Owner/Operator
- Founder
- Entrepreneur
- Small Business Owner
- Proprietor

Statewide Median Salary for Recent Graduates

\$43,718