

# 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 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.

The Small Business Entrepreneurship program courses are offered in an accelerated format, with each eight-week class meeting weekly on Fridays for four hours. Online options are also available.

## 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

Earn credits at MPTC and transfer to a four-year college to earn your bachelor's degree.

Visit the Transfer Opportunities (<https://www.morainepark.edu/academics/transfer-information/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

Earn college credit outside the classroom through Moraine Park's Credit for Prior Learning (CPL) opportunities. Credit opportunities are available for:

- Previous college coursework from prior institutions
- Military training and experience
- Passing of MPTC or national exams

- Skills or knowledge developed on the job or through other life experiences

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

## Approximate Costs

- \$143.45 per credit (resident)
- \$215.18 per credit (out-of-state resident)
- Online students are not charged out-of-state fees.
- 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 provided to aid eligible associate degree and technical diploma programs 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. Visit the Financial Aid (<https://www.morainepark.edu/pay-for-college/financial-aid/>) page to learn more.

## Course Requirements

Course	Title	Credits
<b>Semester 1</b>		
102-110	Introduction to Business	3
103-159	Computer Literacy - Microsoft Office	1
104-131	Social Media Management	3
196-189	Team Building and Problem Solving	3
801-136	English Composition 1	3
890-101	College 101	2
Mathematics Course ( <a href="https://catalog.morainepark.edu/academic-programming/general-education/mathematics/">https://catalog.morainepark.edu/academic-programming/general-education/mathematics/</a> )		3
<b>Credits</b>		<b>18</b>
<b>Semester 2</b>		
102-115	Business and Employee Relations	3
103-180	Microsoft Excel	2
104-102	Marketing Principles	3
145-183	Entrepreneurship Ventures and Innovation	3
196-193	Human Resource Management	3
Behavioral Science Course ( <a href="https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/">https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/</a> )		3
<b>Credits</b>		<b>17</b>
<b>Semester 3</b>		
101-184 or 101-130	Principles of Accounting or QuickBooks	3
145-185	Entrepreneurship	3
145-190	Small Business Purchasing and Inventory Control	3
Communication Course ( <a href="https://catalog.morainepark.edu/academic-programming/general-education/communications/">https://catalog.morainepark.edu/academic-programming/general-education/communications/</a> )		3
Social Science Course ( <a href="https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/">https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/</a> )		3
<b>Credits</b>		<b>15</b>
<b>Semester 4</b>		
105-158	Personal Brand	2
145-184	Small Business Management	3
145-189	Writing a Small Business Plan	3
145-192	Small Business Entrepreneurship Capstone	3

Social Science Course ( <a href="https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/">https://catalog.morainepark.edu/academic-programming/general-education/behavioral-social-science/</a> )	3
<b>Credits</b>	<b>14</b>
<b>Total Credits</b>	<b>64</b>

## 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)
  - Entrepreneurship Certificate (<https://catalog.morainepark.edu/programs/entrepreneurship-certificate/>)

Earn a certificate 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.