

Entrepreneurship, AAS

The small business sector is one of the fastest growing in the nation's economy. With an ever-increasing number of adults today self-employed, many residents in Johnson County either work for a small business or plan to start their own. JCCC's entrepreneurship program can help prospective entrepreneurs launch new ventures or, if you are an entrepreneur who already has your business established, you can strengthen your managerial and business skills to grow your business.

You will learn the fundamentals of starting and operating your own business. The program includes basic business skills as well as specific courses in starting and managing an entrepreneurial business. Course work covers evaluating a business opportunity, preparing a business plan, legal issues for small business, planning advertising and sales promotions, marketing a product or service, developing an accounting system and financial management for the entrepreneurial company.

You also will complete two internships in a small business. You can apply what you learn in the classroom to your job and take your work experiences back to the classroom for analysis.

(Major Code 2340; State CIP Code 52.0701)

- Entrepreneurship (<http://www.jccc.edu/academics/business/entrepreneurship>)

First Semester

ENTR 120	Introduction to Entrepreneurship	2
ENTR 130	Entrepreneurial Mindset	3
ENGL 121	Composition I*	3
MATH 120	Business Mathematics*	3
SPD 120	Interpersonal Communication	3
Total Hours		14

Second Semester

ENTR 180	Opportunity Analysis	2
MKT 134	Professional Selling	3
ACCT 111	Small Business Accounting	3
or ACCT 121	Accounting I	
MKT 230	Marketing	3
BUS 175	Business Professional Skills	3
MKT 202	Consumer Behavior	3
ENTR 210	Entrepreneurship Internship I*	1
Total Hours		18

Third Semester

ENTR 131	Financial Management for Small Business*	2
ENTR 160	Legal Issues for Small Business	2
ENTR 225	Family Business	3
or ENTR 195	Franchising*	
or ENTR 185	Fundamentals of Direct Sales	
BUS 150	Business Communications*	3
ENTR 215	Entrepreneurship Internship II*	1
MKT 205	eMarketing	3
BUS 225	Human Relations	3
Total Hours		17

Fourth Semester

ENTR 220	Entrepreneurial Marketing*	2
ENTR 142	Fast Trac Business Plan	3
ECON 132	Survey of Economics	3
or ECON 230	Principles of Macroeconomics	

or ECON 231	Principles of Microeconomics	
HIST 141	U.S. History Since 1877	3
Select one of the following:		4
CIS 124	Introduction to Computer Concepts and Applications (AND a 1-hour CPCA/CDTP elective - not including CPCA 105 or CPCA 106)	
CPCA/CDTP electives (4)		
Total Hours		15

Total Program Hours: 64