

Direct Sales Certificate

This fifteen credit hour certificate is designed to prepare students to achieve their entrepreneurial dream by becoming an independent contractor to one of the numerous companies in the Direct Selling Industry. As reported by the Direct Selling Association (DSA), in 2009 the United States direct retail sales reached \$28.33 billion and reported 16,100,000 persons in the US generated all or part of their livelihood as independent contractors to direct sales companies. Successful completion of this certificate will provide the student the ability to develop, grow and sustain their career as an independent contractor in the direct sales industry. Coursework includes curriculum from both the Entrepreneurship (ENTR) and Marketing and Management (MKT) programs. This certificate development resulted from collaboration between the National Association of Community College Entrepreneurship (NACCE), the Direct Selling Association (DSA), and the Direct Selling Education Foundation (DSEF). It is recommended that students also complete the 7-credit hour Business Plan Certificate (Major Code 4810).

Suggested/Sample Course Sequence

The sequence taken by the student may vary depending on prerequisites, course availability, and personal/ professional responsibilities.

(Direct Sales -Major Code 4630; State CIP Code 52.0799 and Business Plan -Major Code 4810; State CIP Code 52.0710)

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

Required Courses

ENTR 185	Fundamentals of Direct Sales	3
BUS 175	Business Professional Skills	3
MKT 134	Professional Selling	3
MKT 205	eMarketing	3
MKT 202	Consumer Behavior	3
Total Hours		15

Additional Certificate

Business Plan Certificate (<http://catalog.jccc.edu/fall/degreecertificates/entrepreneurship/business-plan-certificate>)

This certificate is designed for students who are interested in opening their own service business providing administrative assistance to businesses. Coursework focuses on fundamental knowledge necessary to own and operate an entrepreneurial venture, evaluating the feasibility of the business idea, and concludes with writing a business plan to start, grow and sustain a business venture. The business plan certificate is recommended for students to add to their Direct Sales certificate.

Total Program Hours: 15

Courses

ENTR 010 Business Plan Certificate (7 Hours)

The business plan certificate program focuses on evaluating an idea for a business and concludes with writing a business plan to start and/or grow a business. The certificate is comprised of the three entrepreneurship courses: ENTR 120 Introduction to Entrepreneurship 2 credit hours, ENTR 180 Opportunity Analysis 2 credit hours, and ENTR 142 Fast Trac Business Plan 3 credit hours Major Code 4810.

ENTR 120 Introduction to Entrepreneurship (2 Hours)

The student will understand the role of entrepreneurial businesses in the United States and the impact on our national and global economy. The student will evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. Additionally, the student will review the challenges and rewards of entrepreneurship as a career choice as well as entrance strategies to accomplish such a choice. 2 hrs. lecture/wk.

ENTR 130 Entrepreneurial Mindset (3 Hours)

Upon successful completion of this course, the student will be introduced to the entrepreneurial mindset in its true economic and social context by studying the unlimited opportunities that an entrepreneurial mindset can provide. The student will study the skills, attitudes and behaviors that successful entrepreneurs have historically possessed, as well as the issues, circumstances and obstacles that shaped their time. Additionally, the student will analyze modern-day successful entrepreneurs who faced hardship and adversity by embracing an entrepreneurial mindset. The characteristics of the entrepreneurial mindset will be dissected and applied to the student's own mindset and entrepreneurial potential. 3 hrs. lecture/wk.

ENTR 131 Financial Management for Small Business* (2 Hours)**Prerequisites:** ACCT 111 or ACCT 121

Upon successful completion of this course, the student should be able to identify and evaluate the various sources available for funding a small business; demonstrate an understanding of financial terminology; read, prepare and analyze a financial statement; and write a loan proposal. In addition, the student should be able to explain the importance of working capital and cash management. The student should also be able to identify financing needs, establish credit policies, and prepare sales forecasts. This course is required for a vocational certificate and associate of applied science degree in business entrepreneurship. 2 hrs. lecture/wk.

ENTR 142 Fast Trac Business Plan (3 Hours)

Upon successful completion of this course, the student will be able to evaluate a business concept and write a sound business plan. In the process of doing so, students will be able to assess the strengths and weaknesses of a business concept; collect and organize market research data into a marketing plan; and prepare the financial projects for their business concept. In addition, students will be able to identify and evaluate various resources available for funding small businesses. The course is required for the business plan certificate, the vocational certificate in business entrepreneurship and the associate of applied science degree in business entrepreneurship. 3 hrs. lecture/wk.

ENTR 160 Legal Issues for Small Business (2 Hours)

Upon successful completion of this course, the student should be able to identify the forms of business ownership and the legal and tax implications for each. In addition, the student should be able to explain laws covering issues such as personnel, contracts and protection of intellectual property. The student should also be able to explain the reporting requirements for local, state and federal agencies. This course is required for the associate of applied science degree and the vocational certificate in business. 2 hrs. lecture/wk.

ENTR 180 Opportunity Analysis (2 Hours)

Upon successful completion of this course, the student should be able to assess the current economic, social and political climate for small businesses. In addition, the student should be able to explain how demographic, technological and social changes create opportunities for small business ventures. This course is required for the associate of applied science degree in business entrepreneurship. 2 hrs. lecture/wk.

ENTR 185 Fundamentals of Direct Sales (3 Hours)

Upon successful completion of this course, the student will learn the history of the direct sales industry as well as its current status and economic impact. Trends, both historic and current, will be reviewed and analyzed. Students will research a variety of direct sales companies to include their history, leadership, products, and methods of operation. Students will demonstrate an understanding of the industry, the role of the direct sales independent contractors working within this industry, and the impact of this industry on today's economy. 3 hrs. lecture/wk.

ENTR 195 Franchising* (3 Hours)**Prerequisites:** MKT 230

In this course, the student should be able to research the franchising method of doing business from the perspective of both the franchisor and the franchisee. The student will analyze independent management efforts necessary for a successful franchise business venture as well as understand the interdependent contractual obligations that are legally binding between the franchisor-franchisee. 3 hrs. lecture/wk.

ENTR 210 Entrepreneurship Internship I* (1 Hour)**Prerequisites:** department approval

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. This course consists of supervised work experience in an approved training situation. A minimum of 240 hours of on-the-job training is required. This course is required for an associate of science degree in business entrepreneurship. Either ENTR 210 or BUSE 210, Entrepreneurship Internship I, or ENTR 215 or BUSE 215, Entrepreneurship Internship II, is required for a vocational certificate in business entrepreneurship.

ENTR 215 Entrepreneurship Internship II* (1 Hour)**Prerequisites:** ENTR 210 and department approval

Upon the successful completion of this course, the student should be able to apply classroom knowledge to an actual work situation. A minimum of 240 hours of on-the-job training is required. This course is required for an associate of applied science degree in business entrepreneurship. Either BUSE 210 or ENTR 210, Entrepreneurship Internship I, or BUSE 215 or ENTR 215, Entrepreneurship Internship II is required for a vocational certificate in business entrepreneurship.

ENTR 220 Entrepreneurial Marketing* (2 Hours)**Prerequisites:** MKT 230

In this course, the student will gain insights essential for marketing an entrepreneurial venture utilizing innovative and financially responsible marketing strategies. The student will analyze marketing philosophies implemented by key successful entrepreneurs. Additionally, the student will prepare a marketing plan to launch the entrepreneurial venture and a marketing plan to implement during the first two years of business operation. 2 hrs. lecture/wk.

ENTR 225 Family Business (3 Hours)

Upon successful completion of this course, the student will gain the knowledge and skills needed for the successful management and leadership of a family enterprise by exploring a diverse set of family firms, examining the interrelationships among the owners, the family, and the management team. The student will analyze the management and family practices that ensure success while recognizing the advantages and challenges facing family enterprises. Emphasis is placed on positioning the family enterprise for sustained growth and continuity through generations. 3 hrs. lecture/wk.