



[ENTRAAS; CIP Code 52.0701]

Associate in Applied Science (A.A.S.) – Career

This program offers students a framework for understanding the role of an entrepreneur in leading start-up businesses and expanding small businesses. Students will develop and hone the necessary skills to compete in today's global business environment. This program connects students with the local business community to learn best practices from real-world experiences. Through theory and practical application, students will enhance their development of critical thinking, communication, and problem-solving skills, as well as adaptability and teamwork.

Program Learning Outcomes

Students who have completed the program will be able to:

- Prepare and present written and oral business presentations
- Develop a business plan and identify areas of improvement
- Demonstrate an understanding of financial accounting concepts and risk assessment in the context of an entrepreneurial venture
- Demonstrate an understanding of the competencies required to successfully start-up and manage an entrepreneurial venture

Program Contact

Jim Celia, Assistant Dean of Business Studies
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✦ Are you ready to get started at RCSJ? Visit [RCSJ.edu/Enroll](https://www.rcsj.edu/Enroll) and complete the interest form. ✦

Entrepreneurship, A.A.S.

FIRST YEAR – Fall Semester

☐ ACCT 101 Accounting I	4
☐ BUSN 109 Business Law I	3
☐ BUSN 114 Introduction to Entrepreneurship	3
☐ ENGL 101 English Composition I or ENGL 101E Enhanced English Composition I	3-4
	13-14

Spring Semester

☐ BUSN 200 Principles of Management	3
☐ BUSN 250 Principles of Marketing	3
☐ CISM 101 Introduction to Computers	4
☐ ENGL 102 English Composition II or COMM 103 Technical and Scientific Writing	3
☐ SPEH 101 Effective Speech	3
	16

SECOND YEAR – Fall Semester

☐ BUSN 238 Principles of Advertising	3
☐ BUSN 254 Human Resources Management	3
☐ CISM 119 Spreadsheets – Excel	4
☐ ECON 102 Principles of Economics (Micro)	3
☐ MATH 103 Statistics I or MATH 120 Pre-Calculus and Mathematical Analysis or ____ Higher Level Mathematics Elective (excluding MATH 116)	3-4
	16-17

Spring Semester

☐ ACCT 207 Accounting Information Systems	3
☐ BUSN 201 Small Business Management	3
☐ BUSN 258 Social Media Marketing and Web Analytics	3
☐ BUSN 226 Introduction to International Business or COMM 104 Business Communication	3
☐ ____ General Education Humanities Elective	3
	15

TOTAL MINIMUM CREDITS: 60