

ROWAN COLLEGE OF SOUTH JERSEY

Entrepreneurship

Certificate of Achievement (COA)

Program Requirements

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. Through theory and practical application, students will enhance their development of critical thinking, communication, and problem-solving skills, as well as adaptability and teamwork.

Students who have completed the program will be able to:

- Prepare and present effective oral and written business presentations.
- Evaluate key elements of a strategic plan and make recommendations for improvements.
- Work effectively in both leadership and support roles as part of diverse teams to achieve a variety of business-related tasks.
- Analyze existing local small businesses and prepare recommendations.
- Discuss the philosophy of the concepts essential for business development.
- Describe the formal structure that affect entrepreneurial practices.
- Locate, retrieve, and critically evaluate information and information sources.

Required Core Courses

Core Courses

BU 122	Introduction to Entrepreneurship	3
BU 209	Small Business Management	3
BU 106	Introduction to Management	3
CS 113	Introduction to Computers or	4
CS 119	Spreadsheets – EXCEL	4
Program Elective		3/4

TOTAL CREDITS: 16/17

Program Electives-Select one

AC 103	Accounting I	4
BU 109	Business Law I	3
AC 207	Accounting Information Systems	3
BU 207	Principles of Marketing	3
BU 216	Social Media Marketing and Web Analytics	3
BU 212	Human Resources Management	3
EN 204	Business Communication	3
SP 203	Effective Speech	3