



# Small Business Entrepreneurship

## TECHNICAL DIPLOMA



Effective  
2021-22

The course sequence is the recommended path to completion upon graduation from eCampus Academy. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan as it transfers to Gateway Technical College or UW-Whitewater.

F = Fall, S = Spring, SU = Summer

Term	Course #	Cr.	Course Title	Requisites (prereq-before/coreq-with)	Online
1	890-155	1	☑ Gateway to Success (G2S)		F
1	*104-101	3	Marketing Principles		F
1	*101-112	3	Accounting for Business		F
1	*103-143	3	Computers for Professionals		F
1	*145-119	3	🎓 Entrepreneurship		F
1	801-136	3	English Composition 1	Prereq: 831-103 OR 831-107	F
1	*145-106	3	Entrepreneurship 3-Operations MGMT	Coreq: 145-119	F
2	*145-120	3	Business Planning and Development	Prereq: 145-119	S
2	*104-105	3	Promotion Principles		S
2	*145-121	3	Small Business Ownership	Prereq: Instructor Consent; 801-136 Coreq: 145-120	S
2	*104-137	3	Digital Marketing		S
2	*104-104	3	Selling Principles		S

**Minimum Program Total Credits Required: 34**

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- ☑ = Mastery of this course will put students on a path to achieve successful degree completion, on-time graduation and enrich the college experience. Students are required to take this course in their first semester of enrollment. Please see an advisor for details.
- 🎓 = Milestone Course. Faculty have identified this course as providing a strong foundation for success throughout the program.
- (\*) indicates students must achieve a combined average of 2.0 ("C") or above for these major courses to meet graduation requirements.





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## TECHNICAL DIPLOMA



### Small Business Entrepreneurship

Creating your own path through entrepreneurship takes inspiration, dedication and the knowledge of the technical skills necessary to operate a business. You can complete the technical diploma in *Small Business Entrepreneurship* in two semesters. The coursework combines business theory with applied application to your proposed business. Whether you are launching your own venture, working for a small business or working as a project manager for a large firm, the skills you will develop in this program will be an asset to your career.

### Program Learning Outcomes

Graduates will be able to:

1. Demonstrate an entrepreneurial mindset.
2. Develop a business canvas and/or plan.
3. Outline business operational plan.
4. Develop a small business marketing plan.

### Essential Career Competencies

Gateway's six essential career competencies are the general attitudes and skills promoted and assessed by all programs. All Gateway graduates will develop skills in:

- Communication Competence
- Professionalism and Career Management
- Cultural Competence
- Critical Thinking and Problem Solving
- Teamwork and Collaboration
- Technology Competence

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