

# SMALL BUSINESS ENTREPRENEURSHIP

Pathway: Business & Civic Engagement  
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Award Title	Academic Plan	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Small Business Entrepreneurship	T033813C	A.A.	21*	41	-	41
Small Business Entrepreneurship	T008469D	C		32	-	32

At least 60 degree applicable units are required to earn an Associate degree.  
 \*GE Units requirements may be fulfilled by completing any General Education Pattern; please consult with a counselor for more details.  
 These programs are Financial Aid Eligible.

## PROGRAM OVERVIEW

The Small Business Entrepreneurship AA Degree Program at Los Angeles Trade-Technical College will prepare students to understand the process of creating, launching and managing a small business. Through academic coursework and experiential learning students will leave prepared to pursue the entrepreneurial lifestyle and be ready to maximize their entrepreneurial potential. Students who complete the program will be proficient in the process and procedures needed to transform an initial entrepreneurial idea into a viable business operation.

Through business simulations, mentorships and internships within local small businesses in the surrounding community this program will also provide students with practical knowledge, hands-on experience and the skills to be a successful entrepreneur.

## PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the **Degree/Certificate** program, students are able to:

- Understand the fundamentals of management, marketing, finance, and organizational skills required to operate a small business.
- Identify accounting and other finance concepts that will enable the student to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company.
- Apply leadership and workplace relationship skills that will enable them to deal with customer, employee, and supplies needs, while understanding the legal issues of operating a business.

## SMALL BUSINESS ENTREPRENEURSHIP

### Associate of Arts Degree

Major Units: 41

Requirements for the Associate in Arts degree in Small Business Entrepreneurship may be met by completing 41 units of Required Courses with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

### REQUIRED COURSES

SEMESTER I		UNITS
BUS 005	Business Law I	3
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
MGMT 013	Small Business Entrepreneurship	3
SEMESTER II		UNITS
ACCTG 001	Introductory Accounting I	5
BUS 032	Business Communications	3
	or BUS 014 Oral Communications for Customer Service (3)	
MARKET 021	Principles of Marketing	3
CAOT 085	Microcomputer Office Applications: Spreadsheet	3
SEMESTER III		UNITS
FINANCE 008	Personal Finance and Investments	3
SUPV 001	Elements of Supervision	3
	or MGMT 033 Personnel Management (3)	
MARKET 001	Principles of Selling	3
	or MARKET 011 Fundamentals of Advertising (3)	
BUS 22	The Business of Electronic Commerce	3
SEMESTER IV		UNITS
MARKET 025	Marketing Internship Laboratory	3

## SMALL BUSINESS ENTREPRENEURSHIP

### Certificate of Achievement

Major Units: 32

A Certificate of Achievement in Small Business Entrepreneurship may be earned by completing 32 units of Required Courses listed below with a "C" or better in each course.

### PROGRAM OVERVIEW

The Small Business Entrepreneurship Certificate of Achievement is designed to provide prospective small business owners/entrepreneurs with the principals involved in planning and operating a small business. Students will acquire the tools skills, and knowledge necessary for successful start up and the fundamentals for sustainable success. Particular interest is placed on evaluating potential business opportunities, the development of dynamic business plans, small business problem recognition and solutions, record-keeping, effective marketing strategies, human relations and personnel management and efficient/effective operating principles.

Students will also gain technical and business expertise through classroom and hands on field experiences with a strong emphasis on entrepreneurship and lifelong learning. By fulfilling the program requirements, students will be proficient in startup strategies and practices needed to transform an initial entrepreneurial idea into a viable business operation, which will enable them to prosper in the ever changing small business environment..

### REQUIRED COURSES

SEMESTER I		UNITS
BUS 038	Business Computations	3
BUS 005	Business Law I	3
MGMT 013	Small Business Entrepreneurship	3
MARKET 001	Principles of Selling	3
CAOT 082	Microcomputer Software Survey in the Office	3
SEMESTER II		UNITS
SUPV 001	Elements of Supervision	3
-or- MGMT 033	Personnel Management (3)	
ACCTG 001	Introductory Accounting I	5
MARKET 021	Principles of Marketing	3
SUPV 011	Oral Communications	3
CAOT 085	Microcomputer Office Applications: Spreadsheet	3

### USEFUL LATTC LINKS:

College Catalog, Class Schedule & more: <http://www.lattc.edu/academics>

Financial Aid Office: <http://www.lattc.edu/services/financial-aid>

Counseling Services & Support: <http://www.lattc.edu/services/support>

Business & Civic Engagement Pathway: <http://www.lattc.edu/academics/pathways/bce>

To register: <http://www.lattc.edu/student-guides/new-student-guide>

For additional information consult a LATTC college counselor.