SMALL BUSINESS ENTREPRENEURSHIP

Department: Business and Entrepreneurial Related Programs
Department Chair: Benjamin Goldstein, JH-523
213-763-7051, GoldstBD@lattc.edu

USEFUL LINKS

LATTC Catalog
http://college.lattc.edu/catalog/

LATTC Financial Aid Office
http://college.lattc.edu/financialaid/

LATTC Counseling Department
http://college.lattc.edu/counseling/

Graduation Plan A
http://college.lattc.edu/catalog

Graduation Plan B
http://college.lattc.edu/catalog

Business Administration/Computer Applications & Office Technologies Department
http://college.lattc.edu/businessadmin/

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.

PROGRAM LEARNING OUTCOMES (PLOs)

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

• Convey and understanding of the legal and social environment of business, in particular civil and criminal law, consumer protection, contracts, employment and personal property rights.
• Demonstrate competence in financial accounting processes and systems.
• Express competence in budgeting, financial statements, performance evaluations, differential analysis, product pricing, and capital investment analysis.
• Demonstrate competence in corporate and management accounting.
• Understand microeconomic theory, financial analysis, and policy applications.
• Communicate effectively in a business setting both orally and in writing.

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, with a “C” or better in each course.

REQUIRED COURSES

SEMMETER I

<table>
<thead>
<tr>
<th>Award Title</th>
<th>Award Type</th>
<th>Grad. Plan</th>
<th>Required Course Units</th>
<th>Major Elective Units</th>
<th>Total Major Units</th>
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<tbody>
<tr>
<td>Small Business</td>
<td>C</td>
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<td>32</td>
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SEMMETER II

<table>
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<tr>
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You can enroll in these classes by logging on to the Student Information System at https://college.lattc.edu/register.

For additional information consult a LATTC college counselor.