

Program Information Report

Business & Culinary Arts

**Entrepreneurship Essentials (CTENTE)
Certificate**

Program Effective Term: Fall 2022

High Demand Occupation High Skill Occupation High Wage Occupation

This certificate will prepare the student to start a business venture by examining the vital tools needed to support a small business opportunity. Students will develop business and financial plans, a business website and present (pitch) their ideas. This certificate will be a stackable credential which may also be applied to the Entrepreneurship and Innovation certificate or the Management degree with the Entrepreneurship and Innovation concentration.

Major/Area Requirements (9 credits)

BMG 101	Entrepreneurship I: Finding Your Opportunity	3
BMG 109	Entrepreneurship II: Starting Your Business	3
BMG 209	Entrepreneurship III - Running and Growing Your Business	3

Minimum Credits Required for the Program: 9

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Washtenaw Community College

PROGRAM PROPOSAL FORM

- Preliminary Approval** – Check here when using this form for preliminary approval of a program proposal, and respond to the items in general terms.
- Final Approval** – Check here when completing this form after the Vice President for Instruction has given preliminary approval to a program proposal. For final approval, complete information must be provided for each item.

Program Name:	<u>Entrepreneurship Essentials Certificate</u>	Program Code:
Division and Department:	<u>Business, Computer & Technology/Supply Chain Management</u>	<u>CTENTE</u>
Type of Award:	<input type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS <input checked="" type="checkbox"/> Cert. <input type="checkbox"/> Adv. Cert. <input type="checkbox"/> Post-Assoc. Cert. <input type="checkbox"/> Cert. of Comp.	CIP Code:
Effective Term/Year:	<u>Fall/2022</u>	<u>52.0701</u>
Initiator:	<u>Anthony Terry</u>	
Program Features Program's purpose and its goals. Criteria for entry into the program, along with projected enrollment figures. Connection to other WCC programs, as well as accrediting agencies or professional organizations. Special features of the program.	<p>This certificate gives the student an opportunity to obtain an industry certification. It will also give incentives for those individuals interested in starting a business the tools needed to obtain that goal. In addition, students in other college programs within business or in other divisions at the college can obtain this credential to assist them with business ventures they may want to pursue.</p> <p>The standard college-level reading and writing levels are required. The current enrollment in these three courses has averaged 24 students per section over the past year. Program runs in a face-to-face format, online format and an accelerated one-semester format to provide maximum flexibility.</p> <p>The three courses are also part of the Entrepreneurship and Innovation (CTENTI) Certificate. This essentials certificate will be a stackable credential, which will ultimately be applied to the Entrepreneurship and Innovation (CTENTI) certificate as well as the Management Degree with Entrepreneurship & Innovation Concentration, which will be in effect in Fall of 2022.</p>	
Need	<p>The three classes being offered for this certificate of completion will allow students the opportunity to build their potential small business with the resources provided in class and on campus (The Entrepreneurship Center). Upon completion of the three classes students will be put in place to access the tools needed to start a business and maintain it for long-term success. In the United States, in July 2020 the number of applications for starting a business reached its all-time highs of 551,657 an increase of 95% compared to the same period in 2019, according to the Census Bureau. Entrepreneurship is a consistently growing area of business showing above average growth opportunities in the future.</p>	

<p>Program Outcomes/Assessment</p> <p>State the knowledge to be gained, skills to be learned, and attitudes to be developed by students in the program.</p> <p>Include assessment methods that will be used to determine the effectiveness of the program.</p>	<p><u>Outcomes</u></p> <ol style="list-style-type: none"> 1. Conduct and apply research to develop a viable entrepreneurial venture. 2. Utilize a business model canvas to prepare and present a business pitch. 3. Complete a business/financial plan to start an entrepreneurial venture. 4. Develop a website, including blog, for a business venture. 	<p><u>Assessment method</u></p> <ol style="list-style-type: none"> 1. Business plan 2. Pitch presentation 3. Financial/Business Plan 4. Website/blog 																						
<p>Curriculum</p> <p>List the courses in the program as they should appear in the catalog. List minimum credits required. Include any notes that should appear below the course list.</p> <p>Associate degree programs must provide a semester by semester program layout.</p>	<p>BMG 101 - Entrepreneurship I: Finding Your Opportunity (3 cr. hours) BMG 109 - Entrepreneurship II: Starting Your Business (3 cr. hours) BMG 209 - Entrepreneurship III - Running and Growing Your Business (3 cr. hours)</p> <p style="text-align: center;">Total: 9 credit hours</p>																							
<p>Budget</p> <p>Specify program costs in the following areas, per academic year:</p>	<table border="1"> <thead> <tr> <th></th> <th>START-UP COSTS</th> <th>ONGOING COSTS</th> </tr> </thead> <tbody> <tr> <td>Faculty</td> <td>\$.</td> <td>\$.</td> </tr> <tr> <td>Training/Travel</td> <td>.</td> <td>.</td> </tr> <tr> <td>Materials/Resources</td> <td>.</td> <td>.</td> </tr> <tr> <td>Facilities/Equipment</td> <td>.</td> <td>.</td> </tr> <tr> <td>Other</td> <td>.</td> <td>.</td> </tr> <tr> <td style="text-align: right;">TOTALS:</td> <td>\$.</td> <td>\$.</td> </tr> </tbody> </table>		START-UP COSTS	ONGOING COSTS	Faculty	\$.	\$.	Training/Travel	.	.	Materials/Resources	.	.	Facilities/Equipment	.	.	Other	.	.	TOTALS:	\$.	\$.		
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<p>Program Description for Catalog and Web site</p>	<p>This certificate will prepare the student to start a business venture by examining the vital tools needed to support a small business opportunity. Students will develop business and financial plans, a business website and present (pitch) their ideas. This certificate will be a stackable credential which may also be applied to the Entrepreneurship and Innovation certificate or the Management Degree with Entrepreneurship & Innovation concentration.</p>																							
<p>Program Information</p>	<p>Accreditation/Licensure - None</p> <p>Advisors – Anthony Terry, Sandro Tuccinardi, Christie Pagel</p> <p>Advisory Committee -</p> <p>Admission requirements –</p> <p>Articulation agreements -</p> <p>Continuing eligibility requirements -</p>																							

Assessment plan:

Program outcomes to be assessed	Assessment tool	When assessment will take place	Courses/other populations	Number students to be assessed
1. Conduct and apply research to develop a viable entrepreneurial venture.	Business plan	Fall 2024	BMG 101	All
2. Utilize a business model canvas to prepare and present a business pitch.	Pitch presentation	Fall 2024	BMG 109	All
3. Complete a business/financial plan to start an entrepreneurial venture.	Financial/Business Plan	Fall 2024	BMG 209	All
4. Develop a website, including blog, for a business venture.	Website/blog	Fall 2024	BMG 209	All

Scoring and analysis plan:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally-developed rubric, external evaluation, other). Attach the rubric.

The business plan, pitch presentation, financial/business plan and website/blog will all be assessed with different rubrics.

2. Indicate the standard of success to be used for this assessment.

75% of students will score 75% or better.

3. Indicate who will score and analyze the data.

The program lead will analyze the data.

REVIEWER	PRINT NAME	SIGNATURE	DATE
Department Chair/Area Director	Doug Waters	<i>Doug Waters</i>	12/08/2021
Dean	Eva Samulski	<i>Eva Samulski</i>	12/08/2021
<p>Please submit completed form to the Office of Curriculum and Assessment (SC 257). Once reviewed by the appropriate faculty committees, we will secure the signature of the VPI and President.</p>			
Curriculum Committee Chair	Randy Van Wagnen	R Van Wagnen	1-26-22
Vice President for Instruction <input type="checkbox"/> Approved for Development <input checked="" type="checkbox"/> Final Approval	Kimberly Hurns	<i>Kim Hurns</i>	1/26/22
President	Rose Bellanca	<i>RB Bellanca</i>	1/26/22
Board Approval			4/26/22

Reviewed by C&A Committees 1/13/22