

Small Business Entrepreneurship

Program Number: 31-145-1

One-Year Technical Diploma

Business and Marketing Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 243-4321, (608) 246-6560 or
(800) 322-6282 Ext. 4321 or 6560

About the Program

The Small Business Entrepreneurship Program provides prospective small-business owners/entrepreneurs with the principles involved in planning and operating a small business. Attention is given to small business appraisal and opportunities; developing a written business/marketing plan; and advertising, public relations, direct mail and sales promotion plans. Marketing concepts include planning, forecasting, segmentation, product strategy, product mix, pricing and distribution. The program also provides an introduction to the basic principles, concepts and theories of business and non-business selling, and their application to an actual sales presentation. Special attention is given to personal development and self-image concepts.

Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2011-2012 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program. Current/continuing students should consult their degree progress report available through their student center (myMadisonCollege) account for specific graduation requirements. Program requirements are subject to change.

		Credits	Hrs/week Lec-Lab
First Semester			
10-145-105	Operations Management	3	3-0
10-145-106	Small Business Marketing/Promotion.....	3	3-0
10-104-161	Marketing Technology Applications.....	3	3-0
10-104-185	Customer Service Management.....	3	3-0
10-801-195	Written Communications	3	3-0
10-804-123	Math with Business Applications	3	3-0
Semester Total		18	
Second Semester			
10-101-106	Accounting Concepts.....	3	3-0
10-104-104	Selling Principles	3	3-0
10-196-191	Principles of Supervision	3	3-0
10-145-102	Small Business Development and Planning	3	3-0
10-145-108	Field Experience Seminar	2	1-8
10-809-199	Psychology of Human Relations	3	3-0
Semester Total		17	

Note: Students are placed in English or mathematics courses based on their scores on the COMPASS or ASSET test or on completion of the appropriate prerequisite/s.

Program Courses

10-101-106 Accounting Concepts 3 credits

Surveys accounting principles and practices with an emphasis on interpretation, rather than preparation, of financial statements. Presents basic business terminology, cash basis and accrual basis accounting, ratio analysis, payroll and budgeting. This class is not for students majoring in accounting.

10-104-161 Marketing Technology Applications 3 credits

Through hands-on experience, participants will utilize advanced techniques and tools to search the internet, manage spreadsheets, create presentations, manipulate relational databases and are exposed to desktop publishing software. Participants are taught effective presentation techniques, appropriate email etiquette and the applications of transforming technology. Prerequisites: Keyboarding, Introduction to Windows, File Management, Introduction to Word or equivalent experience.

10-145-102 Small Business Development and Planning 3 credits

Provides an introduction to prospective small business owners to the principles involved in planning and operation. Attention is given to small business appraisal and opportunities. Emphasis will be placed on factors that contribute to a successful business operation.

10-104-104 Selling Principles 3 credits

Acquaints students with the basic principles and techniques of the sales process as they may apply to professional selling situations. This would include prospecting and qualifying, planning and pre-approaching, approaching the customer, the sales presentation/demonstration, handling objections, closing the sale, service and follow-up.

10-104-185 Customer Service Management 3 credits

Examines the general state of customer service in organizations for both internal and external customers. Explores how a business can enhance their competitive position by adopting and implementing a variety of strategic service initiatives. Topics range from practical communication skills to analyzing strategies used by top companies.

10-145-105 Operations Management 3 credits

Small-business management strategies are applied to policies and operations. Included are applications to budgeting, marketing potentials, forecasting, layout, staffing, work flow, scheduling and general business applications. Ecommerce is also explored.

10-145-106 Small Business Marketing and Promotion Techniques 3 credits

Developing and refining the marketing and promotion plans for a small business. Topics for discussion include merchandise/service resources, budgeting, study of competition, market segmentation, pricing, promotion, non-media ways to get customers to come to your business and strategic planning.

10-145-108 Field Experience Seminar 2 credits

Employment in an approved occupation related to the student's future business plans is a prerequisite. Reports and discussion in class are coordinated with student employment. Employee appraisal, evaluation and harmony on the job will also be topics of discussion. The course requires a minimum of 144 hours of employment.

10-196-191 Principles of Supervision 3 credits

The learner applies the skills and tools necessary to perform the functions of a front line manager. Each learner will demonstrate the application of strategies to make the transition to a contemporary supervisory role including: operations planning and analysis, delegation, staffing, problem solving, motivation, training, leadership and performance assessment.

Career Potential:

- Business Owner/Manager
- Entrepreneur
- Manager of Small Business
- Department Manager
- Merchandising Manager
- Sales Representative
- Sales Associate

Student may desire more specialty education depending on the type of business being planned.

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.

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