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| --- | --- | --- | --- |
| **COMMUNITY COLLEGE OF PHILADELPHIA**  **Proficiency Certificate Template** | | | |
| Name of Proficiency Certificate | Entrepreneurship and Small Business (was Entrepreneurship) | | |
| Academic Pathway | Business, Entrepreneurship, and Law | | |
| Faculty Developer | Linda Knapp | | |
| Facilitator | Amy Birge-Caracappa | | |
| New or Revised? | Revised | | |
| If this is a **revision**, indicate which are being revised (check box) | Title of PC | Catalog Copy | Program Sequence/Grid |
| PLOs | Curriculum Map | Credit Hours: \_\_\_ to \_\_\_ |
| Recommended Starting Semester | Fall 2021 | | |
| **Today’s Date** | November 4, 2020 | | |

**Part 1: Description of Revision**

This revision changes the title of the PC from Entrepreneurship to Entrepreneurship and Small Business and updates the program learning outcomes (PLOs). The name change is intended to attract more students to the PC and reflects the entrepreneurial content of the courses within the proficiency certificate are primarily geared to entrepreneurship in the small business domain. The PLO change reflects that four of the five required courses in the PC are being revised, largely for the purpose of including Internet resources and digital funding and marketing techniques. Changes to the PLOs necessitate revisions to the curriculum map. This revision also corrects a typographical error in the catalog copy where the program of study and graduation requirements have been duplicated below the grid.

**Part 2: Catalog Copy**

**Entrepreneurship Proficiency Certificate (current)**

**Description:** The Entrepreneurship Proficiency Certificate is a 16 credit-hour program for students who are interested in becoming entrepreneurs. Students will learn the basics of how to launch an entrepreneurial venture including planning, funding, accounting, marketing, and law for the entrepreneur.

**Student Learning Outcomes:**

Upon successful completion of the Entrepreneurship Proficiency Certificate, the students will be able to:

* Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship.
* Develop a marketing plan for an entrepreneurial venture.
* Apply key financial, accounting, licensing, and legal concepts to an entrepreneurial venture.
* Develop a business plan including a concept statement, feasibility study, and business model.
* Apply knowledge of key legal concerns, potential liabilities, and laws to solving problems in real-life scenarios related to leasing and owning property, paying taxes, hiring, contracting, insurance options, and providing goods and services.

**Program Entry Requirements:** This certificate is open to interested students. New students are normally required to take the College's placement test at their time of entry. Students who are identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics course as part of the certificate.

**Intended Audience:** The Entrepreneurship Proficiency Certificate is designed to attract students who are currently entrepreneurs or who aspire to be entrepreneurs.

**Program of Study and Graduation Requirements:** Successful completion of the program requires a "C" grade or better in each of the courses listed. In order to receive a "C" grade or better and thus demonstrate competency, students must complete assignments and exams as well as participate in class activities.

**Course Sequence:**

| **Course Number and Name** | **Prerequisites** | **Credits** |
| --- | --- | --- |
| [ENTR 110 - Fundamentals of Entrepreneurship](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship) |  | 3 credits |
| [ENTR 120 - Entrepreneurial Marketing](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-120-entrepreneurial-marketing) |  | 3 credits |
| [ENTR 130 - Entrepreneurial Financial Intelligence](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-130-entrepreneurial-financial-intelligence) |  | 3 credits |
| [ENTR 140 - Business Plan Development for Entrepreneurs](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-140-business-plan-development-entrepreneurs) | [ENTR 110](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship) | 3 credits |
| [ENTR 150: Law for the Entrepreneur](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-150-law-entrepreneur) |  | 4 credits |

Minimum Credits Needed to Graduate: 16

**General Education Requirements:** Successful completion of the program requires a "C" grade or better in each of the courses listed. In order to receive a "C" grade or better and thus demonstrate competency, students must complete assignments and exams as well as participate in class activities.

All general education requirements necessary for graduation are met through the courses in the program as indicated above. Students who wish to take courses that differ from the general education courses indicated above must complete a course substitution request form. To access the form, login to the [MyCCP portal](https://login.ccp.edu/cas/login?service=https%3A%2F%2Fmyccp.ccp.edu%2Fc%2Fportal%2Flogin), and in the **Student** tab, under **Electronic Forms**, click on the **Records and Registration Forms** link, then choose **Request For Course Substitution Of Graduation Requirement** link. A [more detailed explanation](http://ccp.edu/college-catalog/degree-requirements) of the College’s general education requirements is also available.

**For More Information, Contact:** The Division of Business and Technology, Room B2-22, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8414; or the College Information Center (215) 751-8010.

**Entrepreneurship and Small Business Management Proficiency Certificate (proposed)**

**Description:** The Entrepreneurship and Small Business Proficiency Certificate is a 16 credit-hour program for students who are interested in becoming entrepreneurs. Students will learn the basics of how to launch an entrepreneurial venture including planning, funding, accounting, marketing, and law for the entrepreneur.

**Student Learning Outcomes:**

Upon successful completion of the Entrepreneurship and Small Business Proficiency Certificate, the students will be able to:

* Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship.
* Develop a marketing plan for an entrepreneurial venture that includes digital and traditional marketing approaches.
* Apply key financial, accounting, licensing, and legal concepts to an entrepreneurial venture.
* Develop a feasibility study and a business plan.
* Apply knowledge of key legal concerns, potential liabilities, and laws to solving problems in real-life scenarios related to leasing and owning property, paying taxes, hiring, contracting, insurance options, and providing goods and services.

**Program Entry Requirements:** This certificate is open to interested students. New students are normally required to take the College's placement test at their time of entry. Students who are identified as needing developmental course work must satisfactorily complete the appropriate English and mathematics course as part of the certificate.

**Intended Audience:** The Entrepreneurship and Small Business Proficiency Certificate is designed to attract students who are currently entrepreneurs or who aspire to be entrepreneurs.

**Program of Study and Graduation Requirements:** Successful completion of the program requires a "C" grade or better in each of the courses listed. In order to receive a "C" grade or better and thus demonstrate competency, students must complete assignments and exams as well as participate in class activities

**Course Sequence:**

| **Course Number and Name** | **Prerequisites** | **Credits** |
| --- | --- | --- |
| [ENTR 110 - Fundamentals of Entrepreneurship](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship) |  | 3 credits |
| [ENTR 120 - Entrepreneurial Marketing](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-120-entrepreneurial-marketing) |  | 3 credits |
| [ENTR 130 - Entrepreneurial Financial Intelligence](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-130-entrepreneurial-financial-intelligence) |  | 3 credits |
| [ENTR 140 - Business Plan Development for Entrepreneurs](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-140-business-plan-development-entrepreneurs) | [ENTR 110](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship) | 3 credits |
| [ENTR 150: Law for the Entrepreneur](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-150-law-entrepreneur) |  | 4 credits |

**Minimum Credits Needed to Graduate: 16**

**General Education Requirements:** All general education requirements necessary for graduation are met through the courses in the program as indicated above. Students who wish to take courses that differ from the general education courses indicated above must complete a course substitution request form. To access the form, login to the [MyCCP portal](https://login.ccp.edu/cas/login?service=https%3A%2F%2Fmyccp.ccp.edu%2Fc%2Fportal%2Flogin), and in the **Student** tab, under **Electronic Forms**, click on the **Records and Registration Forms** link, then choose **Request For Course Substitution Of Graduation Requirement** link. A [more detailed explanation](http://ccp.edu/college-catalog/degree-requirements) of the College’s general education requirements is also available.

**For More Information, Contact:** The Division of Business and Technology, Room B2-22, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 751-8414; or the College Information Center (215) 751-8010.

**Part 3: Curriculum Map**

**Curriculum Map (current)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Required Courses** | **Student Learning Outcomes** | | | | |
| Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship. | Develop a marketing plan for an entrepreneurial venture. | Apply key financial, accounting, licensing, and legal concepts to an entrepreneurial venture. | Develop a business plan including a concept statement, feasibility study, and business model. | Apply knowledge of key legal concerns, potential liabilities, and laws to solving problems in real-life scenarios related to leasing and owning property, paying taxes, hiring, contracting, insurance options, and providing goods and services. |
| ENTR 110 | I, R, A | I | I | I | I, A |
| ENTR 120 | R | R, A |  | R | R |
| ENTR 130 | R |  | I, R, M, A | R | R |
| ENTR 140 | R, A | R, M | R | M, A | R |
| ENTR 150 | R, M |  | R, A | R | R, M, A |

**Key: I**—Introduced **R**—Reinforced and opportunity to practice

**M**—Mastery at exit level **A**—Assessment evidence collected

**Curriculum Map (proposed)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Required Courses** | **Student Learning Outcomes** | | | | |
| Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship. | Develop a marketing plan for an entrepreneurial venture that includes digital and traditional marketing approaches | Apply key financial, accounting, licensing, and legal concepts to an entrepreneurial venture. | Develop a feasibility study and a business plan. | Apply knowledge of key legal concerns, potential liabilities, and laws to solving problems in real-life scenarios related to leasing and owning property, paying taxes, hiring, contracting, insurance options, and providing goods and services. |
| ENTR 110 | I, R, A | I | I | I | I, A |
| ENTR 120 | R | R, A |  | R | R |
| ENTR 130 | R |  | I, R, M, A | R | R |
| ENTR 140 | R, A | R, M | R | M, A | R |
| ENTR 150 | R, M |  | R, A | R | R, M, A |

**Key: I**—Introduced **R**—Reinforced and opportunity to practice

**M**—Mastery at exit level **A**—Assessment evidence collected

**Part 4: Courses and Completion Sequence**

**Courses and Completion Sequence (current)**

The following courses and sequence of courses is designed for the optimal success and completion of the [Entrepreneurship Proficiency Certificate](https://www.ccp.edu/college-catalog/degree-programs/proficiency-certificate/entrepreneurship-proficiency-certificate?mode=172) degree/certificate. Any alterations should be discussed with your academic advisor.

| Course Number and Name | Prerequisites | Credits |
| --- | --- | --- |
| [ENTR 110 - Fundamentals of Entrepreneurship](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship?mode=172) |  | 3 credits |
| [ENTR 120 - Entrepreneurial Marketing](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-120-entrepreneurial-marketing?mode=172) |  | 3 credits |
| [ENTR 130 - Entrepreneurial Financial Intelligence](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-130-entrepreneurial-financial-intelligence?mode=172) |  | 3 credits |
| [ENTR 140 - Business Plan Development for Entrepreneurs](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-140-business-plan-development-entrepreneurs?mode=172) | [ENTR 110](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship?mode=172) | 3 credits |
| [ENTR 150: Law for the Entrepreneur](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-150-law-entrepreneur?mode=172) |  | 4 credits |

**Courses and Completion Sequence (proposed)**

The following courses and sequence of courses is designed for the optimal success and completion of the [Entrepreneurship and Small Business Proficiency Certificate](https://www.ccp.edu/college-catalog/degree-programs/proficiency-certificate/entrepreneurship-proficiency-certificate?mode=172) degree/certificate. Any alterations should be discussed with your academic advisor.

| Course Number and Name | Credits | Advisory Notes |
| --- | --- | --- |
| [ENTR 110 - Fundamentals of Entrepreneurship](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-110-fundamentals-entrepreneurship?mode=172) | 3 credits | Prerequisite for ENTR 140 |
| [ENTR 120 - Entrepreneurial Marketing](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-120-entrepreneurial-marketing?mode=172) | 3 credits |  |
| [ENTR 130 - Entrepreneurial Financial Intelligence](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-130-entrepreneurial-financial-intelligence?mode=172) | 3 credits |  |
| [ENTR 140 - Business Plan Development for Entrepreneurs](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-140-business-plan-development-entrepreneurs?mode=172) | 3 credits |  |
| [ENTR 150: Law for the Entrepreneur](https://www.ccp.edu/college-catalog/course-offerings/all-courses/entr-150-law-entrepreneur?mode=172) | 4 credits |  |