Porterville College *Entrepreneurship* Certificate of Achievement

Item 1. Program Goals and Objectives

Students receive a comprehensive academic experience in entrepreneurship that starts with the classroom and links to the community. It integrates core business concepts around the formation, start-up, and growth of an entrepreneurial firm. The certificate prepares students to conceive, develop and launch new ventures and to turn innovative ideas into products that can be brought to market. Emphasis is placed on the financial, legal, and marketing aspects of start-up businesses. Completion of this certificate will provide the student with the entrepreneurial skills that are required to succeed in the small business area.

Upon completion of this program students will be able to:

- Analyze business, economic, or financial principles and explain their application in an entrepreneurial setting.
- Apply written and verbal communication skills in an entrepreneurial business relationship, a teamwork setting and entrepreneurial leadership position.
- Apply the importance of Ethical behavior in the entrepreneurial business environment.
- Demonstrate technological competency by using technology effectively in the entrepreneurial business environment.

Item 2. Catalog Description

Students receive a comprehensive academic experience in entrepreneurship that starts with the classroom and links to the community. It integrates core business concepts around the formation, start-up, and growth of an entrepreneurial firm. The certificate prepares students to conceive, develop and launch new ventures and to turn innovative ideas into products that can be brought to market. Emphasis is placed on the financial, legal, and marketing aspects of start-up businesses. Completion of this certificate will provide the student with the entrepreneurial skills that are required to succeed in the small business area.

Program Learning Outcomes: Upon completion of this program students will be able to: Analyze business, economic, or financial principles and explain their application in an entrepreneurial setting; apply written and verbal communication skills in an entrepreneurial business relationship, a teamwork setting and entrepreneurial leadership position; apply the importance of Ethical behavior in the entrepreneurial business environment; demonstrate technological competency by using technology effectively in the entrepreneurial business environment.

The certificate program requires 15 units for completion; all are required units.

Course Number	Title	Units
BSAD P160	Introduction to Entrepreneurship	3.0
BSAD P163	Global Sustainable Entrepreneurship	3.0
COMM P102	Interpersonal Communication	3.0

INFS P100		Introduction to Information Systems	3.0	
ACCT P110		Financial Accounting	3.0	

Item 3. Program Requirements

The degree program requires 15 units for completion; all are required units. Courses required for this course include Financial Accounting, Introduction to Information Systems, Introduction to Entrepreneurship, Global Sustainable Entrepreneurship, and Interpersonal Communication.

Certificate of Achievement: Entrepreneurship

Requirements	Dept. Name/#	Name	Units	Sequence
Required Core (15 units)	BSAD P160	Introduction to Entrepreneurship	3	Yr. 1 Fall
	ACCT P110	Financial Accounting	3	Yr. 1 Fall
	INFS P100	Introduction to Information System	3	Yr. 1 Fall
	BSAD P163	Global Sustainable Entrepreneurship	3	Yr. 1 Spring
	COMM P102	Interpersonal Communication	3	Yr. 1 Spring

Required Major Total   15 units
TOTAL UNITS   15 units

The goal of this degree is designed to meet local community needs as addressed in attached advisory board minutes.

Proposed Sequence:
Year 1, Fall = 9 units
Year 1, Spring = 6 units
TOTAL UNITS: 15 units

Item 4. Master Planning

The COA, JSC, and AS in Entrepreneurship and currently being revised to meet updated labor market demands. Courses and content are being added to include public speaking, sustainable entrepreneurship and cross-cultural management.

Item 5. Enrollment and Completer Projections

Enrollment was low over COVID, but the core entrepreneurial class in this certificate has seen growth despite the COVID lockdown.

Success Rates in BSAD P160				
	2018-2019	**2019-20**	**2020-21**	**2021-22**
Graded Counts	23	30	31	42
Measure Counts	23	23	19	34
Measure Rate	100%	77%	61%	81%
Percent Change		30.4%	3.3%	35.5%

Item 6. Place of Program in Curriculum/Similar Programs
The Entrepreneurship program will be offered through the Career and Technical Education Division. Currently, the program is related to the Business program at the college.

Item 7. Similar Programs at Other Colleges in Service Area
There are three similar Entrepreneurship programs that host certificates and/or degrees within Tulare and Kern Counties: Bakersfield College (60 miles), Cerro Coso College (278 miles), and College of The Sequoias (45 miles). With the growing interest in entrepreneurship these programs are necessary to meet the needs of the region. Porterville College is the middle point between Bakersfield College and College of The Sequoias. Cerro Coso College serves another service area. College of The Sequoias, Bakersfield College and Porterville College offer their entrepreneurship programs in a manner to make the most effective use of available resources.