

# ENTREPRENEURIAL AND SMALL BUSINESS MANAGEMENT, CERTIFICATE OF TECHNOLOGY



## Overview

### Entrepreneurial Mindset and Innovation Discovery

In today's rapidly evolving economic landscape, driven by shifting conditions, breakthrough technologies, and a demand for innovative solutions, entrepreneurs with a well-developed mindset and creative problem-solving abilities are uniquely positioned for success. At San Jacinto College, our program is designed to cultivate the entrepreneurial mindset and equip students with the tools to develop and implement innovative ideas that address current and emerging challenges.

Through a curriculum grounded in experiential learning, students will gain insights into critical aspects of entrepreneurship, including market analysis, innovative thinking, strategic planning, and effective communication. Emphasizing the importance of creativity, resilience, and adaptability, students will also engage in exercises to foster leadership and teamwork, empowering them to navigate the dynamic nature of modern business environments.

Students will develop their own business concepts, write comprehensive business plans, and devise actionable strategies to bring their ideas to life. This hands-on approach ensures that graduates are not only prepared to launch their ventures but also equipped to contribute innovative solutions to existing organizations or industries.

#### Program Highlights:

The San Jacinto College Entrepreneurial Mindset and Innovation program:

- Develops critical thinking and problem-solving skills: Students will learn how to identify opportunities, analyze challenges, and devise creative solutions to address real-world issues.
- Encourages innovation and adaptability: The program emphasizes developing forward-thinking strategies to meet the demands of ever-changing industries and markets.
- Builds leadership and management capabilities: Students gain expertise in planning, organizing, staffing, and leading teams effectively through innovative communication and decision-making techniques.

- Focuses on ethics and organizational development: Leadership and ethics are integrated into the program, fostering a strong foundation for sustainable and socially responsible business practices.
- Offers experiential learning opportunities: From writing business plans to engaging in entrepreneurial projects, students will practice applying their knowledge to real-world scenarios.

## Career Opportunities

Graduates of this program are prepared to launch their own innovative startups or contribute entrepreneurial insights to existing businesses.

Potential career paths include:

- Founding or managing startups in retail, technology, manufacturing, or service industries.
- Innovating and managing projects within established companies to address modern challenges.
- Enhancing the operations and strategies of existing small businesses to increase their impact and sustainability.

Whether you are seeking to launch a new venture or develop skills to innovate within an existing organization, the Entrepreneurial Mindset and Innovation program at San Jacinto College provides the foundation, resources, and support to turn ideas into impactful solutions.

For more information, students may contact 281-998-6150.

## Campuses

Central Campus

Generation Park Campus

North Campus

South Campus

San Jac Online

## Information

### Entrepreneurship Training and Development

The Entrepreneurship program at San Jacinto College includes a six-month\* Certificate of Technology designed to provide students with the skills and knowledge necessary to launch and manage successful ventures. Combining entrepreneurial theory with practical, real-world application, the program focuses on equipping students with a comprehensive understanding of ideation and innovation. With a curriculum designed to meet the needs of aspiring entrepreneurs, the program prepares students for roles in startups, small business ownership, and organizational innovation.

The Entrepreneurship curriculum covers foundational and advanced entrepreneurial activities, including business ideation, market analysis, financial planning, leadership development, and innovation strategy. Emphasis is placed on applying theoretical knowledge through experiential learning opportunities, ensuring students are prepared to meet the demands of a competitive and rapidly evolving business environment.

The program also recognizes the value of real-world experience. Through external learning opportunities such as practicums and cooperative education, students gain hands-on experience working in entrepreneurial

settings, enabling them to develop practical skills and build professional networks.

### Key Features of the Entrepreneurship Program:

- **Holistic Entrepreneurial Training:** Students learn to generate ideas, assess market opportunities, create business plans, and develop strategies to address challenges and seize opportunities.
- **Leadership and Innovation Development:** With a focus on leadership, group dynamics, motivation, and innovation management, students are prepared to lead teams and drive business growth.
- **Real-World Application:** Students are provided with experiential learning opportunities, including practicums and cooperative education to connect classroom theory to practical entrepreneurial settings.
- **Comprehensive Business Curriculum:** San Jacinto College's coursework includes financial management, market research, small business operations, ethics, and international business, ensuring graduates are prepared for diverse entrepreneurial challenges.
- **Flexible Learning Pathways:** The Certificate of Technology provides students with an opportunity to earn a credential in entrepreneurship after six months\* of study, with courses that seamlessly apply toward the AAS degree.

### Certificate of Technology:

The Entrepreneurship Certificate of Technology program is an ideal choice for students seeking to fast-track their entrepreneurial education. This six-month\* program offers a focused curriculum covering essential entrepreneurial skills, allowing students to earn a credit that can later be applied toward the Level 2 Certificate and the AAS degree.

### Career Opportunities

Graduates of the Entrepreneurship program are prepared for diverse entrepreneurial and management roles, including:

- Starting and managing a small business or startup.
- Expanding and innovating within an existing small business.
- Leading new initiatives in retail, manufacturing, or service industries.
- Developing strategies to address current economic and industry challenges.

Whether students are seeking to launch their own ventures or advance their entrepreneurial skills for roles in existing organizations, San Jacinto College's Entrepreneurship program provides the foundation, tools, and practical experience needed for long-term success in today's dynamic business landscape.

### Plan of Study

4ENTR-SMBU

First Term		Credits
ACNT 1303	Introduction to Accounting I	3
HRPO 1311	Human Relations	3
ENTR 1371	Entrepreneurial Mindset	3
BMGT 1344	Negotiations and Conflict Management	3
BMGT 1327	Principles of Management	3
<b>Credits</b>		<b>15</b>
Second Term		
MRKG 2333	Principles of Selling	3

BUSG 1341	Small Business Financing	3
BUSG 1307	Entrepreneurship and Economic Development	3
MRKG 1311	Principles of Marketing	3
BUSG 2309	Small Business Management	3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>30</b>

**Capstone Experience:** BUSG 1307 Entrepreneurship and Economic Development