

ENTREPRENEURIAL AND SMALL BUSINESS MANAGEMENT, CERTIFICATE OF TECHNOLOGY



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.