

ENTREPRENEURIAL AND SMALL BUSINESS MANAGEMENT, ASSOCIATE OF APPLIED SCIENCE



Overview

In today's dynamic economic landscape, driven by rapid technological advancements and evolving business opportunities, entrepreneurship is a powerful tool for innovation and success. At San Jacinto College, the Entrepreneurial and Small Business Management program is designed to equip aspiring and established entrepreneurs with the knowledge and skills needed to thrive in this fast-paced environment. Whether you are launching a new venture or enhancing an existing business, this program provides a comprehensive foundation in entrepreneurial principles, innovation strategies, and effective business management.

The curriculum emphasizes practical, real-world applications of entrepreneurship, including market analysis, problem-solving, business planning, staffing, purchasing, marketing, communication, and workforce management. Through hands-on projects, students will write and refine business plans, develop strategies for implementation, and gain the confidence to turn ideas into actionable results.

Program Highlights:

The San Jacinto College Entrepreneurial and Small Business Management program:

- Develops Entrepreneurial Leadership and Innovation Skills: Students will gain expertise in leading teams, analyzing challenges, and developing creative solutions to meet evolving business needs.
- Focuses on Business Planning and Strategy: With an emphasis on planning, organizing, staffing, and effective communication, students will learn to build and sustain successful ventures.
- Explores Leadership, Ethics, and Organizational Growth: The program covers ethical decision-making and leadership techniques to foster responsible and sustainable business practices.

Key Learning Outcomes:

- Write and implement a comprehensive business plan tailored to your entrepreneurial goals.
- Conduct market research and develop innovative marketing strategies to effectively reach target audiences.
- Master the principles of managing human behavior, organizational dynamics, and resource allocation.

- Build advanced problem-solving skills to navigate the challenges of starting and managing a business.
- Learn techniques for effective purchasing, production control, and operational efficiency.

Career Opportunities

Graduates of the Entrepreneurial and Small Business Management Associate of Applied Science (AAS) are equipped with the skills to:

- Launch and operate their own businesses in industries such as retail, wholesale, manufacturing, and services;
- Innovate within existing small businesses, driving growth and efficiency;
- Provide entrepreneurial insights as consultants to startups and small businesses; and
- Pursue leadership roles in business operations, marketing, and strategy development.

Whether you are embarking on your entrepreneurial journey or seeking to expand your capabilities as a business owner, the Entrepreneurial and Small Business Management AAS at San Jacinto College provides the tools, support, and knowledge to make your vision a reality. This program prepares students to not only navigate the challenges of entrepreneurship but also seize the opportunities for innovation and growth in today's competitive business world.

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

Campuses

Central Campus

Generation Park Campus

North Campus

South Campus

San Jac Online

Information

The Entrepreneurial and Small Business Management AAS at San Jacinto College is a two-year* program designed to combine entrepreneurial theory with hands-on, real-world application. This comprehensive program equips students with the skills needed to own, manage, and grow successful businesses. Tailored for aspiring and established entrepreneurs, the curriculum emphasizes innovative business strategies, leadership development, market analysis, and effective problem-solving.

With a focus on practical learning, students will integrate classroom knowledge with practical, hands-on activities through practicum opportunities, ensuring they graduate ready to launch or enhance their entrepreneurial ventures or be an intrapreneurial asset to an organization.

Program Highlights:

- Entrepreneurial Foundations: Coursework covers essential topics such as small business management, human relations, group dynamics, leadership development, and global business trends.
- Hands-On Learning: Students gain practical experience through an extensive collaborative approach with the Center for Entrepreneurship. This experiential learning allows students to apply classroom knowledge in real-world settings.

- **Market Analysis and Strategy:** The program teaches students to conduct in-depth market research, identify opportunities, and develop strategies for sustainable business growth.
- **Ethics and Organizational Development:** An emphasis on ethical leadership and sustainable business practices ensures graduates are prepared to manage responsibly in dynamic business environments.

Contemporary Approach to Entrepreneurship Training:

Students in the Entrepreneurial and Small Business Management program collaborate with the Center for Entrepreneurship in efforts that bridge theory with practice. The opportunities are collaborative efforts between the student, the Director for the Center for Entrepreneurship, and the faculty. A development plan is designed to enhance entrepreneurial skills, improve professional growth, and ensure students gain hands-on experience in launching and managing business ventures.

Associate of Applied Science Degree:

The Entrepreneurial and Small Business Management AAS is ideal for individuals who aspire to own or manage small businesses. Developed with input from experienced small business owners, the program provides actionable insights and practical knowledge to empower entrepreneurs.

Transfer Opportunities:

Students who wish to continue their education and pursue a bachelor's degree after graduating from San Jacinto College can explore transfer programs at four-year institutions.

Why Choose the Entrepreneurial and Small Business Management AAS?

This program offers a balanced blend of entrepreneurial theory, practical application, and leadership development. Graduates are well-prepared to:

- Launch and manage their own small businesses;
- Enhance or expand existing entrepreneurial ventures; and
- Pursue leadership roles in business operations, strategy, or innovation.

At San Jacinto College, the Entrepreneurial and Small Business Management AAS provides the foundation, tools, and real-world experience to turn ideas into successful businesses. Whether you are an aspiring entrepreneur or looking to refine your business expertise, this program prepares you to thrive in the evolving business landscape.

Plan of Study

3ENTR-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
Credits		15
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
Credits		15
Third Term		
ENTR 2371	Entrepreneurial Foundations	3
BUSI 2301	Business Law	3
BMGT 2309	Leadership	3
MRKG 2348	Marketing Research and Strategies	3
BMGT 2303	Problem Solving and Decision Making	3
Credits		15
Fourth Term		
ENGL 1301	Composition I	3
Mathematics ¹		3
ECON 2302 or PSYC 2301	Principles of Microeconomics or General Psychology	3
SPCH 1321	Business and Professional Speech	3
Select one of the following:		3
ARTS 1301	Art Appreciation	
MUSI 1306	Music Appreciation	
PHIL 1301	Introduction to Philosophy	
Credits		15
Total Credits		60

Capstone Experience: BUSG 2309 Small Business Management

¹ Students desiring to obtain a baccalaureate degree should take MATH 1314 College Algebra or MATH 1324 Mathematics for Business and Social Sciences and should check with the transferring institution regarding their Mathematics requirements.