

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