

ENTREPRENEURIAL AND SMALL BUSINESS MANAGEMENT, LEVEL 2 CERTIFICATE



Overview

Entrepreneurship Foundations – Level 2

The Entrepreneurial and Small Business Management Level 2 Certificate at San Jacinto College is designed to provide a deeper dive into the foundational skills and knowledge required for entrepreneurial success. Building on the fundamentals, this advanced program focuses on enhancing problem-solving and decision-making abilities, developing effective small business management strategies, conducting market research, and mastering entrepreneurial principles.

As economic conditions evolve and new technologies disrupt traditional industries, entrepreneurs must be equipped to adapt and innovate. The Level II program immerses students in advanced concepts and practical applications, enabling them to navigate complex business challenges and seize emerging opportunities.

Through hands-on projects, case studies, and business planning exercises, students gain the confidence and expertise needed to manage and grow a business in a competitive and dynamic environment.

Highlights of the Entrepreneurial and Small Business Management Level 2 Certificate:

- **Deeper Focus on Problem Solving and Decision-Making:** Learn to approach challenges with a structured methodology to identify issues, analyze options, and implement effective solutions.
- **Advanced Small Business Management:** Study topics such as operational efficiency, financial management, team leadership, and customer relationship management tailored to the needs of small businesses.
- **Market Research and Strategic Marketing:** Gain proficiency in conducting market research, identifying target audiences, and developing innovative marketing strategies to achieve business growth.
- **Comprehensive Business Principles:** Build on foundational knowledge with advanced studies in entrepreneurship, including financing, risk management, and growth strategies for startups and small businesses.

- **Hands-On Business Planning:** Create a detailed business plan that integrates advanced principles of market analysis, operational strategy, and financial forecasting.

Career Opportunities

Graduates of the Entrepreneurial and Small Business Management Level 2 Certificate are equipped with the advanced skills and knowledge to excel in entrepreneurial ventures and leadership roles. Potential career paths include:

- Launching and managing innovative startups;
- Expanding and optimizing existing small businesses; and
- Developing and executing marketing strategies for businesses of all sizes.

Why Choose Level 2 Certificate?

The Level 2 Certificate emphasizes mastery of critical entrepreneurial skills and provides a robust foundation for long-term business success. Whether you are an aspiring entrepreneur preparing to launch a business or an established professional seeking to deepen your expertise, this program empowers you with the tools and confidence to thrive in today's fast-paced business landscape by

- Providing consulting services to entrepreneurs and small businesses and
- Serving as innovation leaders within corporate or organizational settings.

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

Campuses

Central Campus

Generation Park Campus

North Campus

South Campus

San Jac Online

Information

The Entrepreneurship Program at San Jacinto College is a 1.5-year* program designed to combine advanced entrepreneurial theory with practical, real-world application. This program leads to the Associate of Applied Science (AAS) in Entrepreneurship, equipping students with the skills needed to launch and grow successful ventures or take leadership roles in existing organizations.

The curriculum offers a comprehensive foundation in entrepreneurship, with courses that emphasize the development of innovative business strategies, market research, problem-solving, leadership, and decision-making. Designed to meet the needs of aspiring entrepreneurs and business leaders, the program prepares students for careers in industries such as small business management, retail, wholesale, industrial management, and human resources.

The Entrepreneurship Program emphasizes hands-on experience, recognizing that there is no substitute for real-world application. Coursework includes in-depth studies of business principles, team leadership, group dynamics, individual and team motivation,

organizational strategy, and the supervisory functions essential to successful entrepreneurship.

Hands-On Learning Opportunities

Students enrolled in the Entrepreneurship Program are required to complete practical learning experiences through extensive collaboration opportunities with the Center for Entrepreneurship which integrate classroom theory with practical, hands-on activities. These opportunities are designed to bridge the gap between academic learning and entrepreneurial practice, providing students with valuable insights and skills in real-world business environments.

As part of the program, students will work with the Center for Entrepreneurship to gain valuable skills and knowledge in the field. A development plan, created collaboratively by the student, the Director for the Center for Entrepreneurship, and the faculty, ensures that students enhance their entrepreneurial skills and demonstrate professional growth during their learning experience.

Additional Information on External Learning Requirements

Students engaging in external learning experiences must comply with immunization requirements set by the host facilities. These requirements are implemented independently by the facilities and not mandated by San Jacinto College. Students should address any vaccination exemptions directly with the external learning site, as failure to meet these requirements may impact program completion and graduation timelines.

Program Highlights:

- **Leadership and Organizational Development:** Students will build expertise in managing people and resources, creating strategies for growth, and fostering organizational success.
- **Problem-Solving and Decision-Making:** The program emphasizes innovative approaches to identifying and addressing challenges, ensuring students are prepared for dynamic business environments.
- **Market Research and Business Strategy:** Students will learn to conduct thorough market analyses and develop data-driven strategies to capitalize on opportunities.
- **Entrepreneurial Ethics and Sustainability:** Students will explore the importance of ethical decision-making and sustainable practices in building long-lasting businesses.

Practicum and Cooperative Education

Students are encouraged to enroll in **Foundations in Entrepreneurship ENTR 2371** early on which provides a structured framework for practical entrepreneurial training. Guided by experienced entrepreneurs and business management instructors, this course aligns academic learning with career objectives, offering students hands-on experience in the entrepreneurial field. To gain hands-on experience, the program is set for an extensive collaborative approach with the Center for Entrepreneurship where activities will be provided to enhance the academic training.

Why Choose the Entrepreneurship Program?

The program's focus on experiential learning, advanced entrepreneurial principles, and leadership development equips students with the knowledge to launch new ventures, manage small businesses, or contribute to organizational innovation. With a curriculum designed to bridge theory and practice, San Jacinto College's Entrepreneurship

Program prepares students to thrive in today's fast-paced, opportunity-rich business landscape.

Plan of Study

5ENTR-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
Total Credits		45

Capstone Experience: BUSG 2309 Small Business Management