



# Business Administration Entrepreneurship

## Program Information

The Associate of Applied Science Degree in Business Administration, Entrepreneurship Option at Trenholm State Community College provides the knowledge and skills necessary to prepare graduates for a career in business administration that will ultimately create career pathways enabling students to transfer to baccalaureate degree programs. Furthermore, it will provide a concentration in entrepreneurship.

The Business Administration program will also translate for seamless articulations to the Bachelor of Science in Business Administration programs at partnering universities. Graduates and program completers will be academically prepared to advance their vocations, but also prepare for matriculation to higher education. This program will provide students with a robust program that provides academic rigor. The program will provide not only an associate degree but also a short certificate. The entrepreneurship options will provide students with the skills necessary to take a business idea from conception through funding and development. Entrepreneurs are more than just business owners or CEOs; they create a tangible product or an intangible service to help the people they have defined as their target market. Entrepreneurs who take their own ideas and run with them might end up as business owners, CEOs, managers or consultants.

### Occupational Choices

The entrepreneurship option prepares students for startup of a new small business from the beginning. The Business Employment Dynamics section of Bureau of Labor Statistics website states, "Entrepreneurship plays a vital role in the growth of the U.S. economy. New business establishments make an important contribution to the economy". Small businesses are typically the entry point for entrepreneurs as they develop ideas and build a customer base before deciding whether to expand.

Source: Bureau of Labor and Statistics Occupational Outlook Handbook, 2019 Survey

### Average Full-Time Wage

For the entrepreneurship option after continuing and completing a bachelor degree, the median pays for the above listed career options considering all levels of the careers vary from \$58,000 to \$68,000 annually. The Bureau of Labor Statistics projects, "Employment of entrepreneurship occupations is projected to grow 7.9 percent from 2018 to 2028, about as fast as the average for all occupations, which will result in about 254,000 new jobs".

Source: Bureau of Labor and Statistics Occupational Outlook Handbook, 2019 Survey

### Awards Available

Associate of Applied Science  
Business Administration  
Entrepreneurship

Short Term Certificate  
Business Administration  
Entrepreneurship

### Program Contact

Mr. Kenny Ward  
Division Director/Program Coordinator/ Instructor  
334-420-4328  
Location: Library Tower - 2nd & 3rd Floors

As part of ongoing planning and evaluation, the College regularly evaluates student learning outcomes for each program.

## Estimated Program Length & Cost \*

<u>Award</u>	<u>Length</u>	<u>Credit Hours</u>	<u>Tuition/Fees</u>	<u>Books</u>	<u>Tools</u>	<u>Supplies</u>
Associate Degree	6 Terms	68	\$10,465	\$2,500	\$100	\$500
Short Term Certificate	3 Terms	28	\$4,508	\$1,500	\$100	\$250

\* Tax not included. Prices are subject to change without prior notice; cost of books may vary considerably among suppliers. Cost of general education books is in addition to the total listed above. The length of the program is based on full-time status of 12-15 credit hours per term. Enrollment in transitional level general education courses will alter the length of the program.

Associate of Applied Science  
Business Administration  
Entrepreneurship

**General Education Requirements (18-19 hours)****Area I - Written Composition (6 hours)**

ENG-101	English Composition I	3
ENG-102	English Composition II	3

**Area II - Humanities & Fine Arts (3 hours)**

(Humanities and Arts disciplines include but are not limited to: Area/Ethnic Studies, Art and Art History, Foreign Languages, Music and Music History, Philosophy, Ethics, Religious Studies, Theater and Dance.)

**Note:** If SPH-106, SPH-107, SPA-101 or SPA-102 has been taken an additional 3 semester hours in Humanities and Fine Arts must be taken to satisfy requirements in Area II.

**Arts:**

ART-100	Art Appreciation	3
MUS-101	Music Appreciation	3

**Humanities:**

PHL-106	Intro to Philosophy	3
PHL-206	Ethics & Society	3
REL-100	History of World Religions	3
REL-151	Survey of Old Testament	3
REL-152	Survey of New Testament	3
SPA-101	Intro Spanish I	3
SPA-102	Intro Spanish II	3
SPH-106	Fundamentals of Oral Comm	3
SPH-107	Fundamentals of Public Speaking	3

**Literature:**

ENG-251	American Literature I	3
ENG-252	American Literature II	3
ENG-261	English Literature I	3
ENG-262	English Literature II	3
ENG-271	World Literature I	3
ENG-272	World Literature II	3

**Area III - Natural Science & Mathematics (6-7 hours)**

(In addition to Mathematics, disciplines in the Natural Sciences include: Astronomy, Biological Sciences, Chemistry, Geology, Physical Geography, Earth Science, Physics, and Physical Science.)

**Note:** 3 semester hours in MTH must be completed. Additional hours can be taken in the Natural Science area.

**Mathematics:**

MTH-100	Intermediate Algebra	3
MTH-110	Finite Mathematics	3
MTH-112	Precalculus Algebra	3

**Natural Sciences:**

BIO-101	Introduction to Biology I	4
BIO-103	Principles of Biology I	4
PHS-111	Physical Science I	4
PHS-112	Physical Science II	4
PHY-120	Introduction to Physics	4

**Area IV - History, Social & Behavioral Sciences (3 hours):**

(Social and Behavioral Sciences include, but are not limited to: Anthropology, Economics, Geography, Political Science, Psychology, and Sociology.)

**Note:** Must complete 3 semester hours.

**History:**

HIS-101	Western Civilization I	3
HIS-102	Western Civilization II	3
HIS-121	World History I	3
HIS-122	World History II	3
HIS-201	United States History I	3
HIS-202	United States History II	3

**Social and Behavioral Sciences:**

ECO-231	Principles of Macroeconomics	3
ECO-232	Principles of Microeconomics	3
PSY-200	General Psychology	3
SOC-200	Introduction to Sociology	3
POL-200	Introduction to Political Science	3
POL-211	American National Government	3

**Area V: Pre-Professional/College Requirements:**

(Courses appropriate to the degree requirements and major of the individual student and electives.)

**College Requirements:**

ORI-101	Orientation to College	1
CIS-146	Microcomputer Applications	3

ACT-201	Entrepreneurism	3
BUS-100	Introduction to Business	3
BUS-186	Elements of Supervision	3
BUS-241	Principles of Accounting I	3
BUS-242	Principles of Accounting II	3
BUS-275	Principles of Management	3
BUS-276	Human Resources Management	3
BUS-279	Small Business Management	3
BUS-296	Business Internship Co-Op	3
ECO-231	Principles of Macroeconomics	3
ETP-265	Entrepreneurial Marketing	3
ETP-266	Entrepreneurial Finance	3
ETP-267	Innovation and Creativity	3
ETP-268	Business Planning	3
OAD-133	Business Communications	3
	OR BUS-215	

**Technical Electives:**

BUS-252	Accounting Case Studies	3
BUS-257	Govrnmnt & Not for Profit Acctng	3
BUS-263	Legal and Social Env of Bus	3
CIS-203	Introduction to Information Highway	3
CIS-207	Introduction to Web Development	3
OAD-103	Intermediate Keyboarding	3
OAD-125	Word Processing	3
OAD-230	Desktop Publishing	3
OAD-243	Spreadsheet Applications	3
OAD-244	Database Applications	3
OAD-246	Office Graphics & Presentation	3

**Area V Credit Hours: 49**

**Total Credit Hours: 68**

Short Term Certificate  
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**Area V: Pre-Professional/College Requirements:**  
(Courses appropriate to the degree requirements and major of the individual student and electives.)

**College Requirements:**

ORI-101	Orientation to College	1
CIS-146	Microcomputer Applications	3
ACT-201	Entrepreneurism	3
BUS-100	Introduction to Business	3
BUS-241	Principles of Accounting I	3
BUS-275	Principles of Management	3
BUS-279	Small Business Management	3
ETP-265	Entrepreneurial Marketing	3
ETP-266	Entrepreneurial Finance	3
OAD-133	Business Communications	3
	OR BUS-215	

**Total Credit Hours: 28**

Course Descriptions  
Business Administration  
Entrepreneurship

Course #	Course Title	Credit Hours
<b>ACT-201</b>	<b>ENTREPRENEURISM</b> PREREQUISITE: None. This course covers the important issues and critical steps involved in starting a new business from scratch. Topics covered include developing a business plan, creating a successful marketing strategy, setting up the legal basis for business, raising start-up funds, attracting and managing human resources, managing costs, and developing a custom base.	<b>3</b>
<b>BUS-100</b>	<b>INTRODUCTION TO BUSINESS</b> PREREQUISITE: None. This is a survey course designed to acquaint the student with American business as a dynamic process in a global setting. Topics include the private enterprise system, forms of business ownership, marketing, factors of production, personnel, labor, finance, and taxation.	<b>3</b>
<b>BUS-186</b>	<b>ELEMENTS OF SUPERVISION</b> PREREQUISITE: None. This course is an introduction to the fundamentals of supervision. Topics include the functions of management, responsibilities of the supervisor, management-employee relations, organizational structure, project management, and employee training and rating.	<b>3</b>
<b>BUS-215</b>	<b>BUSINESS COMMUNICATION</b> PREREQUISITE: ENG-101. This course covers written, oral and nonverbal communications. Topics include the application of communication principles to the production of clear, correct, and logically organized faxes, e-mail, memos, letters, resumes, reports, and other business communications.	<b>3</b>
<b>BUS-241</b>	<b>PRINCIPLES OF ACCOUNTING I</b> PREREQUISITE: MTH-098 or satisfactory placement score. This course is designed to provide a basic theory of accounting principles and practices used by service and merchandising enterprises. Emphasis is placed on financial accounting, including the accounting cycle, and financial statement preparation analysis.	<b>3</b>
<b>BUS-242</b>	<b>PRINCIPLES OF ACCOUNTING II</b> PREREQUISITE: BUS-241. This course is a continuation of BUS 241. In addition to a study of financial accounting, this course also places emphasis upon managerial accounting, with coverage of corporations, statement analysis introductory cost accounting, and use of information for planning, control, and decision making.	<b>3</b>
<b>BUS-275</b>	<b>PRINCIPLES OF MANAGEMENT</b> PREREQUISITE: None. This course provides a basic study of the principles of management. Topics include planning, organizing, staffing, directing, and controlling with emphasis on practical business applications.	<b>3</b>
<b>BUS-276</b>	<b>HUMAN RESOURCE MANAGEMENT</b> PREREQUISITE: BUS-275. This course provides an overview of the responsibilities of the supervisor of human resources. Topics include the selection, placement, testing, orientation, training, rating, promotion, and transfer of employees.	<b>3</b>
<b>BUS-279</b>	<b>SMALL BUSINESS MANAGEMENT</b> PREREQUISITE: BUS-275. This course provides an overview of the creation and operation of a small business. Topics include buying a franchise, starting a business, identifying capital resources, understanding markets, managing customer credit, managing accounting systems, budgeting systems, inventory systems, purchasing insurance, and the importance of appropriate legal counsel.	<b>3</b>
<b>BUS-296</b>	<b>BUSINESS INTERNSHIP</b> PREREQUISITE: Permission of instructor. This course allows the student to apply knowledge and skills in a real-world work place. Evaluation is based upon a well-developed portfolio, job-site visits by the instructor, the employer's evaluation of the student, and the development and assessment by the student of a learning contract.	<b>3</b>

<b>Course #</b>	<b>Course Title</b>	<b>Credit Hours</b>
<b>ECO-231</b>	<b>PRINCIPLES OF MACROECONOMICS</b>	<b>3</b>
	PREREQUISITE: None This course is an introduction to macroeconomic theory, analysis, and policy applications. Topics include the following: scarcity, demand and supply, national income analysis, major economic theories concerning monetary and fiscal policies as stabilization measures, the banking system, and other economic issues or problems including international trade.	
<b>ETP-265</b>	<b>ENTREPRENEURIAL MARKETING</b>	<b>3</b>
	PREREQUISITE: BUS-100. This course is designed to help students learn about best practices in Entrepreneurial Marketing. Topics include the analysis of marketing opportunities, identification of the target audience, and the development of a marketing strategy, brand positioning and an integrated marketing plan. Upon completion, students should be able to demonstrate an understanding of marketing issues that are unique to new ventures and small businesses.	
<b>ETP-266</b>	<b>ENTREPRENEURIAL FINANCE</b>	<b>3</b>
	PREREQUISITE: BUS-100. This course is designed to teach students the accounting issues that are important to the business owner, not the accounting practitioner. Topics include start-up funding, sources of financing, identifying and preventing fraud, buying and valuing ventures, and harvesting the value created in business ventures. This course also covers the creation of personal financial statements and pro forma financial statements which are crucial components of a business plan.	
<b>ETP-267</b>	<b>INNOVATION AND CREATIVITY</b>	<b>3</b>
	PREREQUISITE: BUS-100. This course is designed to develop in students a mindset for thinking creatively and prepare them to create their own businesses or revitalize a business that has lost its direction by learning to observe things from different perspectives and to reason from different viewpoints in order to develop effective solutions to problems.	
<b>ETP-268</b>	<b>BUSINESS PLANNING</b>	<b>3</b>
	PREREQUISITE: Permission of instructor. This capstone course is designed to build upon information from previous courses. Students will complete a business plan, pieces of which were constructed in previous courses. Additionally, teams of students will compete in a business simulation. As a part of this activity, teams will submit regular "management" reports discussing the results of the decisions they have made. Upon completion, students will be prepared to lead their own venture.	