



Collegiate Certificate in Business Startup

Gain the skills and knowledge to start and run your own business.

This 18-credit certificate program provides students with the skills and knowledge needed to start and run a business. The program takes students through courses that will teach them bookkeeping, concepts in management, marketing, and customer relations, and business plan development. Learning to look at a business through the eyes of an owner is essential not only to those that wish to start or run their own business, but also makes for stronger employees. This program will empower individuals to move from dependency to independence, will foster pro-social networks, promote community development, and eventually, boost local economies.

Students will learn the essentials of bookkeeping. These skills empower small business owners wanting to understand the financial health of their operations. Students will also be exposed to various management styles, discovering their own personality type and how this effects their own management style or the way they like to be managed. Marketing, business plan development, and customer relations are also explored within the program. Participating students will have opportunities to interview small business owners in areas of their interest.

| Curriculum | | |
|------------|-------------------------------------|---|
| Semester 1 | | |
| BUS 101 | Introduction to Management | 3 |
| BUS 121 | Personal Finance and Insurance | 3 |
| BUS 215 | Marketing | 3 |
| Semester 2 | | |
| ACC 1XX | Accounting Elective | 3 |
| BUS 110 | Business Law and Ethics | 3 |
| BUS 150 | Small Business and Entrepreneurship | 3 |

Total Credits: 18

Goodwin University is a nonprofit institution of higher education and is accredited by the New England Commission of Higher Education (NECHE), formerly known as the New England Association of Schools and Colleges (NEASC).