

Entrepreneurship Certificate of Completion

After successfully completing certificate, students will be able to:

1. Describe the challenges of Entrepreneurship.
2. Understand the basic marketing strategies that will enable the business to succeed.
3. Understand the importance of building a competitive advantage.
4. Describe the legal forms of business ownership.
5. Compare the difference from purchasing an existing business, starting a business and franchising.
6. Describe the guerrilla marketing plan process, including the strategies behind product/service positioning, pricing, distribution, and promotion.
7. Interpret financial data and use it to make informed decisions about the operating performance of a company.
8. Create and present an elevator pitch.