



**Register early to ensure
you get your classes!**

SCHOOL OF BUSINESS

Entrepreneurship Program: College Credit Courses

In high school you learned to be an entrepreneur. You crafted a business plan. Now, learn more about building a business and a life at Miami Dade College!

To help you continue to grow as a business person and as an entrepreneur, Miami Dade College has developed a program that extends and broadens what you have already learned about starting a business.

Miami Dade College Wolfson Campus offers:

- A college-credit (4 course) ***Certificate in Entrepreneurship*** and
- An ***Associate in Science (A.S.) in Marketing Management*** with a concentration in Entrepreneurship!

To earn a **college credit *Certificate in Entrepreneurship*** you will complete four classes:

- GEB 2112 - Introduction to Entrepreneurship
- MAR 1720 - Introduction to E-Commerce
- MKA 1021 - Fundamentals of Selling
- SBM 1000 - Small Business Management

To earn an ***A.S. in Marketing Management - Entrepreneurship***, you will have a concentration in Entrepreneurship comprised of five courses, the four courses in the College Credit Certificate program plus a course in Customer Service. The complete suite of courses is:

- GEB 2112 - Introduction to Entrepreneurship
- MAR 1720 - Introduction to E-Commerce
- MKA 1021 - Fundamentals of Selling
- SBM 1000 - Small Business Management
- MKA 1045 - Introduction to Customer Service

For more information contact :

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www.mdc.edu/business

This Fall, look into the School of Business and see what we have to offer you:

- Modern learning programs that can lead to industry certifications.
- Excellent school reputation supported by the high quality of its students, strong record of delivering innovative and excellent programs and an expert faculty.

MDC Mission:

“To provide accessible, affordable, high quality education by keeping the students’ needs at the center of decision-making and working in partnership with its dynamic, multicultural community.”



Miami Dade College
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The Miami Dade College Foundation supports the mission and values of Miami Dade College by encouraging gifts from a wide variety of sources, particularly in the areas of scholarship and program support. For more information on how you can contribute to the College, please call MDC at 305-237-3240.

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REGISTER ON-LINE

1. Go to the College Website: www.mdc.edu and click on the icon *register for classes on the left under quick links.*
2. Enter your "My MDC" account and password. Then select the appropriate term.
3. Click on *speed registration.*
4. Click on *use this term.*
5. Under classes to add, input the *reference number (s).*
6. Enter your *PIN* number and click on *process classes next, and*
7. Click on *view/print my schedule.*

Entrepreneurship Course Descriptions

GEB 2112—Introduction to Entrepreneurship

This foundation course covers the requirements for entrepreneurial success, including opportunity recognition, business plans and business planning, as well as assuring liquidity and cash flow. Topics include business formation, determining the right target market and how to access that market, cost tracking and finding financing for the business. Basics of small business management are addressed as are understanding how to grow the business, or harvest it. The course culminates in a business plan or the further development of an existing plan.

MAR 1720—Introduction to E-Commerce

This foundation course in E-commerce will help students understand how e-commerce models transform and level the playing field for small businesses and learn how the Internet and E-Commerce can transform the value proposition of a firm, alter the cost structure of a firm, as well as the distribution channels of the business. Students will be able to understand how to "go-to-market" using the web as well as the ways to integrate e-commerce operations and marketing into their business planning efforts.

MKA 1021—Fundamentals of Selling

Students will understand the pervasive role of sales and personal selling in their business development activities, and the steps in the sales process. Students will understand how to prepare for sales activity, approach the customer, be effective while engaging customers, and close the sale. The importance of follow-up and customer service are emphasized. Students will understand the sales management process and the course will culminate in a complete sales presentation.

SBM 1000—Small Business Management

The skills required to start a business and get it up and running are different from those required to run a business on a daily basis. The challenges of day-to-day management are explored, including financing, record keeping, purchasing, inventory control, marketing, security, insurance, and customer credit. Students will be able to project cash requirements, and understand how the world of small business affects the management criteria of "plan, organize, lead and control."

MKA 1045—Introduction to Customer Service

Students will learn how to provide effective customer service and the behaviors, attitudes, and processes required to do so. Students will understand the practical and strategic implications of delivering superb customer service.