

# Business Administration: Entrepreneurship Pathway - Selling Strategies Certificate

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West Burlington Campus, and select courses available at the Keokuk Campus

Business Administration: Entrepreneurship Pathway - Management and Leadership Development Certificate

Business Administration: Entrepreneurship Pathway - Selling Strategies Certificate

Business Administration: Entrepreneurship Pathway - Small Business Startup Certificate

Business Administration: Entrepreneurship Pathway - AAS

The Entrepreneurship Pathway of the Business Administration AAS includes courses that will expose students to the foundations of entrepreneurship. Entrepreneurship is the engine that drives the US economy, and every business was started by an entrepreneur. Whether your goal is to start a restaurant, accounting firm, or the next big on line social media blockbuster, this program is for you. Learn what it takes to be an entrepreneur, how to finance your startup, develop your business plan and increase your chances for success.

\*Certificates can be earned one time.

## Instructor and Staff

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**Program Requirements**

	Credit
SMM-108 Social Media Engagement	3
MKT-110 Principles of Marketing	3
MKT-140 Principles of Selling	3
BUS-180 Business Ethics	3
Semester Total.....	12
Program Total.....	12