

Entrepreneurship

PROGRAM CODE: 31-145-2



Technical Diploma



COURSE	CREDITS
ECON-195 Economics..... (or) ECON-219 Personal Finance and Consumer Economics	3
ENG-195 Written Communication ‡..... (or) ENG-201 English 1 ‡	3
ENTREP-101 Introduction to Entrepreneurship ^.....	3
ENTREP-102 New Product Development	3
ENTREP-104 Business Plan ^	3
ACCTG-102 Basic Office Accounting	3
ENTREP-103 Strategic Business Communication 1	3
ENTREP-105 Strategic Business Communication 2 ‡	3
MKTG-102 Marketing Principles.....	3
SOCSCI-197 Contemporary American Society	3

CREDITS **30**
Total credits needed to complete this diploma

‡ Prerequisite required.
^ Counts toward earning the Entrepreneurship certificate.
Program curriculum requirements are subject to change.
Current MATC students should consult their Academic Program Plan for specific curriculum requirements.

Location: Downtown Milwaukee Campus, Online Campus
Start Dates: August and January
Admission Requirement: High school diploma or GED
Financial Aid Eligible: Yes.
Apply at fafsa.gov. Use School Code 003866.

Program Description
This program will prepare you to unite your passion for your work with a viable business model. It also benefits those with a desire to own and operate their own business and is useful for individuals seeking new skills in their current jobs, career advancement or a job change. MATC's Entrepreneurship Center is on the Downtown Milwaukee Campus in Room M319.

Career Outlook
As the global economy shifts to a leaner, faster environment, opportunities will be especially favorable for entrepreneurs.

- Program Learning Outcomes**
- Demonstrate an entrepreneurial mindset.
 - Develop a business canvas and/or plan.
 - Outline business operational plan.
 - Develop a business marketing plan.



Complete Program Details
QUESTIONS? 414-456-5323, 414-297-8903 or leadpathway@matc.edu