

Entrepreneurship

PROGRAM CODE: 31-145-2

TD

Technical Diploma



Location: Downtown Milwaukee Campus, Online Campus

Start Dates: August and January

Admission Requirement: High school diploma or equivalent

Financial Aid Eligible: Yes. Use code 003866 at fafsa.gov.

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

COURSES

COURSES	CREDITS
ECON-195 Economics..... (or) Any 200-level ECON course ‡	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 Projects in Entrepreneurship	3
MKTG-102 Marketing Principles.....	3
SOCSCI-197 Contemporary American Society	3

CREDITS

Total credits needed to complete this diploma

30

‡ 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.

MATC courses are offered in person, entirely online or partially online. Check each course's delivery options in Self-Service at selfservice.matc.edu.