



Entrepreneurship

TECHNICAL DIPLOMA

Program Code: 31-145-2

Downtown Milwaukee Campus (Also offered online)

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.

You can earn the Entrepreneurship certificate on your way to completing this technical diploma.

Program Learning Outcomes

- Demonstrate an entrepreneurial mindset
- Develop a business canvas and/or plan
- Outline business operational plan
- Develop a business marketing plan

Admission Requirement

- A high school diploma or GED



Business & Management
MILWAUKEE AREA Technical College

matc.edu | 414-297-MATC

Start dates: August, January and June

For complete information, go to
matc.edu/course-catalog/business-management

To apply for financial aid, visit fafsa.gov School Code: 003866

COURSES	Credits
ECON-195 Economics	3
(or) ECON-219 Personal Finance and Consumer Economics	
ENG-195 Written Communication ‡.....	3
(or) ENG-201 English 1 ‡	
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
TOTAL CREDITS: 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.

Possible Careers

- Business Owner
- Franchise Operator
- Manager

Related Programs

- Entrepreneurship Certificate
- Business Management
- Supply Chain Management
- Leadership Development



10% Post Consumer Recycled



matc.edu or 414-297-MATC
 Wisconsin Relay System 711

Downtown Milwaukee Campus
 700 West State Street

Mequon Campus
 5555 West Highland Road

Oak Creek Campus
 6665 South Howell Avenue

West Allis Campus
 1200 South 71st Street

MATC Education Center at Walker's Square
 816 West National Avenue, Milwaukee