



# 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](http://matc.edu) | 414-297-MATC

**Start dates:** August, January and June

**For complete information, go to  
[matc.edu/course-catalog/business-management](https://matc.edu/course-catalog/business-management)**

To apply for financial aid, visit [fafsa.gov](https://fafsa.gov) School Code: 003866

<b>COURSES</b>	<b>Credits</b>
<b>ECON-195</b> Economics .....	<b>3</b>
(or) ECON-219 Personal Finance and Consumer Economics	
<b>ENG-195</b> Written Communication ‡.....	<b>3</b>
(or) ENG-201 English 1 ‡	
<b>ENTREP-101</b> Introduction to Entrepreneurship ^ .....	<b>3</b>
<b>ENTREP-102</b> New Product Development .....	<b>3</b>
<b>ENTREP-104</b> Business Plan ^.....	<b>3</b>
<b>ACCTG-102</b> Basic Office Accounting .....	<b>3</b>
<b>ENTREP-103</b> Strategic Business Communication 1 .....	<b>3</b>
<b>ENTREP-105</b> Strategic Business Communication 2 ‡ .....	<b>3</b>
<b>MKTG-102</b> Marketing Principles .....	<b>3</b>
<b>SOCSCI-197</b> Contemporary American Society.....	<b>3</b>
<b>TOTAL CREDITS: 30</b>	

‡ 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