

# ENTREPRENEURSHIP: CERTIFICATE

The need for education for entrepreneurs and small business owners cannot be understated. A vast majority of the small businesses fail during the first couple, often due to a lack of education and appropriate training. Entrepreneurial education can help develop an entrepreneurial attitude, and give aspiring entrepreneurs the requisite skills and know-how to run a business. This dedicated certificate program in Entrepreneurship helps assist small businesses, new and existing, to thrive and succeed across the state of New York and beyond.

Empire State University's Entrepreneurship Certificate is intended for students who strive to acquire the entrepreneurial knowledge and skills to become successful entrepreneurs. The 20-credit program may stand alone or be entirely applied towards the B.S. in Business, Management and Economics program.

## Program Design

This certificate program courses are offered in multiple modalities, including online and independent study with Empire State University faculty. The Entrepreneurship Certificate courses are fully applicable to an undergraduate degree program developed in the business, management and economics area of study (<http://catalog.esc.edu/undergraduate/areas-study-degrees-certificates/areas-study-concentration-guidelines/business-management-economics/>).

## Enroll in the Certificate Program for Entrepreneurship

Currently enrolled students can submit the online Degree Add/Change form in Self Service Banner. If you are not currently enrolled, apply online (<https://www.sunyempire.edu/admissions/associate-bachelors/>) and select the certificate option.

Certificate students who are concurrently enrolled in a bachelor's degree program are eligible to apply for federal financial aid, while those students who enroll only in the certificate program are not.

## Certificate Program Coordinator

**Anant R. Deshpande (Anant.Deshpande@sunyempire.edu), Ph.D.**

Professor and Academic Coordinator, Empire State University  
518-587-2100, ext. 2874

This 20-credit certificate may stand alone or be entirely applied towards the B.S. in Business, Management and Economics program. Courses must be taken in order.

| Code      | Title   | Credits |
|-----------|---|---------|
| MGMT 1005 | Principles of Management                        | 4       |
| BUSN 1010 | Business Law I                                  | 4       |
| ACCT 2005 | Introductory Accounting I: Financial Accounting | 4       |
| MGMT 1020 | Introduction to Entrepreneurship                | 4       |
| MGMT 3022 | New Venture Planning                            | 4       |

- Students will be able to develop a basic understanding of the fundamental skills of entrepreneurship.
- Students will be able to identify the importance of accounting principles and business law as it relates to entrepreneurship.
- Students will be able to examine market entry strategies for developing new ventures in today's marketplace.

- Students will be able to apply knowledge of entrepreneurial concepts and techniques in an organizational setting and the student's field of work.
- Students will be able to design and create a sound business plan, from opportunity to implementation.