



**BUILD VENTURES
THAT THRIVE WITH A**

**CERTIFICATE IN
ENTREPRENEURSHIP**

PLACE ORGANIZATION NAME HERE

WHY EARN A CERTIFICATE IN ENTREPRENEURSHIP?

Entrepreneurship is a rewarding career path for those with a passion for innovation, creativity, and dedication. It also requires time management and a willingness to take risks. This certificate explores key issues in entrepreneurship, from accounting principles to strategic marketing. Learners will also discover the activities and challenges that entrepreneurs face when creating and leading successful new businesses.

WHAT WILL I LEARN?

Completing our online certificate in entrepreneurship prepares you to:

- Describe the characteristics of a successful entrepreneur
- Outline the eight stages of the entrepreneurial process and how an entrepreneur develops and employs a business plan
- Describe the options for funding the new venture
- Understand and explain the rules of double-entry accounting
- Calculate the balance of an account and the components of a master budget
- Identify the areas of employment law that are most relevant to entrepreneurs
- Describe the role of strategy and marketing in an entrepreneurial setting
- Explain marketing basics, including the marketing process and the Four P's
- Outline key managerial activities and the process for staffing an entrepreneurial venture

For more information and a complete list of courses, visit:

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CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment in business and financial occupations is projected to grow faster than the average for all occupations from 2023 to 2033. About 964,000 openings are projected each year, on average, over the decade. Common career paths or growth opportunities include:

Entrepreneurs

Entrepreneurs perform many jobs to create new businesses and bear many of the associated risks. Traditionally, an entrepreneur initiates and grows their organization to its maturity while managing staff and forecasting business needs. They are always trying to identify new opportunities for their businesses to generate revenue, such as by innovating new products and networking to build strategic partnerships.

Business Consultants

Business consultants leverage many of the same skills and knowledge needed to be a successful entrepreneur. However, rather than build and grow businesses themselves, these consultants provide guidance and advice to business owners and leaders to help them improve their operations, grow their businesses, and achieve their goals.

Business Development Managers

Business development managers are primarily responsible for finding and pursuing new opportunities for organizations. Similar to entrepreneurs, they develop and oversee strategies that focus on growth. They also develop a framework to scale business models to maximize profitability and meet market demand. Many of the skills needed to become a successful entrepreneur, such as negotiation and team building, are also applicable to the work of business development managers.

The Certificate in Entrepreneurship is available 100% online.

The courses included in this certificate carry:

HRCI Credits | IACET CEUs | ATD CI Credits | SHRM PDCs

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