

ENTREPRENEURSHIP, ASSOCIATE OF GENERAL STUDIES (AGS)

Locations: Gonzales, Online

The Entrepreneurship Concentration is specifically designed for students who want the necessary business skills to become a successful entrepreneur. In addition to courses in key business areas of accounting, economics, computer technology and software, and management, the curriculum includes courses specific to the skills needed for successful launch and longevity of a business: entrepreneurial finance, digital marketing, and small business management.

Curriculum

Program of Study – Suggested Sequence of Courses

Course	Title	Hours
First Semester		
ENGL 1013	English Composition I (General Education, English Composition)	3
General Education, Social Science - Select one of the following:		3
ECON 2213	Macroeconomics	
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BUSN 1003	Introduction to Business	3
BUSN 1103	Customer Service	3
CPTR 1013	Intro to Computer Technology	3
Hours		15
Second Semester		
ENGL 1023	English Composition II (General Education, English Composition)	3
General Education, Mathematics/Analytics Reasoning - Select one of the following:		3
MATH 1213	College Algebra	
MATH 1313	Finite Mathematics	
ACCT 2113	Financial Accounting	3
BUSN 2203	Software Applications	3
MGMT 2103	Principles of Management	3
Hours		15
Third Semester		
General Education, Natural Science - Select any BIOL, CHEM, ENVS, GEOL, PHSC, or PHYS		3
General Education, Humanities - Select any HIST; PHIL 1013 or PHIL 2013; RELS 2213; or any 2000-level ENGL (English Literature)		3
ACCT 2213	Managerial Accounting	3
BUSN 2223	Small Business Management	3
MATH 2303	Statistics I	3
Hours		15
Fourth Semester		
General Education, Social Science - Select one of the following:		3
ECON 2223	Microeconomics	
ECON 2213	Macroeconomics	
General Education, Fine Arts - Select any ARTS, MUSC, or THTR		3
General Education, Natural Science Select one of the following: BIOL, CHEM, ENVS, GEOL, PHSC, or PHYS		3
BUSN 2403	Digital Marketing	3
BUSN 2803	Entrepreneurial Finance	3
Hours		15
Total Hours		60

Additional Academic Awards

Customer Service Career and Technical Certificate (CTC)

Code	Title	Hours
BUSN 1003	Introduction to Business	3
BUSN 1103	Customer Service ¹	3
Total Hours		6

¹ Upon successful completion of BUSN 1103 Customer Service, students are eligible to take the National Retail Federation Foundation exam for earning the Customer Service and Sales industry-based certification (IBC).

ENTREPRENEURSHIP certificate of technical studies (CTs)

Code	Title	Hours
ACCT 2113	Financial Accounting	3
ACCT 2213	Managerial Accounting	3
BUSN 1003	Introduction to Business	3
BUSN 1103	Customer Service	3
BUSN 2203	Software Applications	3
BUSN 2223	Small Business Management	3
BUSN 2403	Digital Marketing	3
BUSN 2803	Entrepreneurial Finance	3
CPTR 1013	Intro to Computer Technology	3
MATH 2303	Statistics I	3
MGMT 2103	Principles of Management	3
Total Hours		33

Upon successful completion of the program, the graduate will be able to:

1. Deliver effective business communications.
2. Describe various management techniques, organizational structures, and concepts.
3. Develop comprehensive business plans that outline vision, mission, target market analysis, strategies, and financial forecasts.
4. Analyze financial statements, budgets, and funding options to make informed financial decisions and secure financing for entrepreneurial ventures.
5. Apply managerial accounting techniques.
6. Create effective marketing strategies using various channels, including digital marketing, to promote products or services and enhance brand awareness in competitive markets.
7. Apply critical thinking and problem-solving skills to identify business challenges, develop innovative solutions, and adapt to changing market conditions, fostering resilience and adaptability in entrepreneurship.