University of Texas at El Paso
Professional and Public Programs
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Education & Training Plan
Entrepreneurship Certificate Program with Externship

Student Full Name: _____

Start Date: _____   End Date: _____

Program includes National Certification & an Externship Opportunity
Mentor Supported

Entrepreneurship Certificate Program with Externship

Course Code: UTEPBENPR
Program Duration: 6 Months
Course Contact Hours: 375
Student Tuition: $3,799

Entrepreneurship

Ever had an idea you thought would make a great business? You're not alone – some of the best, most successful companies started with an idea just like that coupled with the drive, passion, and expertise of a brave entrepreneur. Starting a successful venture from scratch requires navigating through a number of challenges whether legal or economic considerations and also requires the mastery of certain controlling functions independent of a great idea. Whether faced with accounting, finance, marketing, or management issues, successful entrepreneurs have the initiative and drive to take on all of these unique challenges and get their product or service to market. In this course in Entrepreneurship, students will learn how responsibility and initiative are encouraged as business strategies are conceived and worked through into a promising business plan for a successful venture.

The Entrepreneurship Program

Entrepreneurs are the lifeblood of American business, turning great ideas and services into successful businesses every day. But starting a business and growing it to a successful enterprise requires more than just a good idea – owning your own business requires an adaptive, flexible, and well-rounded skill-set that will ensure you're prepared to navigate through a multitude of business issues. In short, successful entrepreneurs wear every hat in their business – they're effective managers and savvy negotiators all paired with an unmatched work ethic. This program pulls together all of the education and skills necessary for success in starting your own business or just cultivating that entrepreneurial spirit necessary to start a new division in your current role working for another company.

Education and National Certifications
- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There are several National Certification exams that are available to students who successfully complete this program:
  - **Microsoft Office Specialist (MOS) Certification Exam**.

Program Objectives
At the conclusion of this program, students will be able to:
- Create components of a viable business plan
- Demonstrate management, leadership, and communication skills for running and growing a business
- Demonstrate techniques for analyzing costs, preparing financial documents, and reporting requirements
- Design an effective strategy for marketing, customer service, selling, and relationship building
- Create a plan for researching, securing, and managing the financial aspects of the enterprise
- Devise a plan for business operations that will ensure the business delivers on its promises to customers
- Use Microsoft Office

National Certification
Upon successful completion of this University of Texas at El Paso program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at University of Texas at El Paso will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. University of Texas at El Paso works with each student to complete the exam application and register the student to take their national certification exam.

Externship / Hands on Training / Practicum
Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location. University of Texas at El Paso works with national organizations and has the ability to place students in externship opportunities nationwide.

University of Texas at El Paso contact: If students have any questions regarding this program including national certification and externships**, they should call Sylvia Monsisvais of University of Texas at El Paso at 915-747-7578 or via email at samonsisvais@utep.edu**

Note: No refunds can be issued after the start date published in your Financial Award document.

About University of Texas at El Paso!

Our Mission
The Office of Professional and Public Programs (P3) is a unique learning agent within the University of Texas at El Paso. Its mission is to provide high quality continuing education. This includes non-traditional academic and lifelong learning opportunities for professional development, personal enrichment, and academic growth. It fosters and supports the larger University mission to serve as a gateway to an improved quality of life for people of the Paso del Norte Region.

Our Vision
Professional and Public Programs will be the premier provider of comprehensive, quality, educational, professional and personal enrichment programs in collaboration with UTEP departments and external organizations.

PEARSON
Education

University of Texas at El Paso and Pearson Education
The University of Texas at El Paso's Office of Professional and Continuing Education eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at **www.pearson.com**.

About Pearson Education
Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

Entrepreneurship Program Detailed Student Objectives:

ENTREPRENEURSHIP: WHO EXCELS AND WHAT ARE THE ESSENTIALS?
- Identify the costs and benefits of becoming an entrepreneur
- Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace
- Describe entrepreneurial attitudes, skills, and traits that lead to success
- Define terms used in financial analysis and reporting

COMPETENT LEADERSHIP: CHARTING THE ENTRPRENEURIAL ITINERARY
- Explain the importance of the business plan to being a successful entrepreneur
- Draft competent leadership components of a business plan
- Explore issues of research and development in marketing as management initiatives
- Describe the economics of one unit, cost of goods sold, gross profit, and cost of labor
- Perform calculations needed for the financial planning of a successful business

WHO WILL BE YOUR CUSTOMERS?
- Draft customer components of a business plan
- Apply the 4 Ps (marketing mix) to a business idea
- Research competition using the Web and other sources
- Describe the economics of one unit, cost of goods sold, gross profit, and cost of labor
- Perform calculations needed for the financial planning of a successful business
- Define aspects of opportunity analysis and market research
- Describe the long-term benefits of creating brand identity

THE BUSINESS PLAN: DOCUMENTING THE DETAILS
- Draft detailed components of a business plan
- Differentiate between marketing and selling
- Outline an effective sales call or marketing piece
- Discuss how to handle customer complaints effectively and achieve customer satisfaction

OPERATIONS AND FINANCIAL MANAGEMENT: ACCOUNTING FOR SUCCESS
- Draft operations and financial management components of a business plan
- Examine best practices and strategies for running and growing a successful business
- Perform calculations needed for the financial planning of a successful business
- Distinguish between variable and fixed costs when starting up and operating a business
- Explain how the balance sheet, income statement, and cash flow statement are used to make business decisions

THE BUSINESS PLAN: FINANCIAL PROJECTIONS
- Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of a business idea that would meet consumers' needs in the marketplace
- Draft financial projections components of a business plan
- Describe ways to manage and forecast cash flow effectively
- Explain how the balance sheet, income statement, and cash flow statement are used to make business decisions

FOCUSING ON FINANCIAL STRATEGIES
- Draft financial strategies components of a business plan
- Perform calculations needed for the financial planning of a successful business

- Explain how using calculations such as simple interest, compound interest, and return on investment can help in making wise choices about financing sources
- Identify funding sources from start-up costs to long-term financing for the business
- Compare and contrast sources of business financing

THE BUSINESS PLAN: MEASUREMENT AND REVIEW
- Draft measurement components of a business plan
- Describe intellectual property and the federal/state laws that protect these assets
- Examine best practices and strategies for running and growing a successful business

WHAT YOU NEED TO KNOW TO GO AND GROW
- Draft growth components of a business plan
- Explain the significance of business operations
- Discuss ways to use technology such as a website to benefit business operations
- Determine appropriate software, hardware, and networking solutions

LEADERSHIP: SOCIAL RESPONSIBILITY AND BUSINESS ETHICS
- Draft leadership components of a business plan
- Examine best practices and strategies for running and growing a successful business
- Explain what makes an effective and ethical leader and why

BRANDING, FRANCHISING, AND HARVESTING
- Describe the long-term benefits of creating brand identity
- Explore opportunities for business growth
- Describe benefits of licensing and franchising
- Describe methods of valuing and harvesting a business

READY FOR TOMORROW? ENTREPRENEURS, START YOUR ENGINES!
- Draft these components of a business plan
- Identify the costs and benefits of becoming an entrepreneur

Note: This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.

MICROSOFT OFFICE Module

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

Note: Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

System Requirements:

Windows Users:
- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

Mac OS User:
- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

iPad Users:
- Due to Flash limitations, eLearning programs are NOT compatible with iPads

Screen Resolution:
- We recommend setting your screen resolution to 1024 x 768 pixels.

Browser Requirements:
- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

Suggested Plug-ins:
- Flash Player
- Real Player
- Adobe Reader
- Java